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ABSTRACT

This report describes a project to explore video technology as a tool for career competency achievement. It discusses the following project outcomes: evaluation of 98 videotapes by 398 counselors in 20 national workshops, based on the National Career Development Guidelines (NCDG); counselor training in the use of videos for career development; establishment at Colorado State University of a clearinghouse on video usage; and provision of feedback on the evaluations to 38 video producers, along with a copy of the NCDG. Comparative ratings of the 98 videos are arrayed in a chart. For each title, the following are given: consumer rating on a 1-10 scale; number of evaluators; ratings and rankings of overall quality, instructional effectiveness, and production quality; cost; publication date; audience; NCDG content area; length; publisher; and rating of ability to increase the achievement of NCDG competencies. Names and addresses of publishers are provided. Appendices are as follows: results of a survey of workshop participants; two wish lists for future videos needed from producers; National Career Development Association guidelines for the preparation and evaluation of video career media; and list of evaluators. Content descriptions of the 98 videos and a list of the 12 NCDG competencies complete the document. (NLA)

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PRODUCER'S REPORT

VIDEO USAGE IN CAREER DEVELOPMENT PROJECT

- *Provide 20 Training Workshops Related to the National Career Development Guidelines**
- *Evaluation of 98 Career Development Videotapes**
- *Establish Career Development Video Clearinghouse**
- *Status Report on Video Usage in Career Development**
- *Orient 38 Producers to National Career Development Guidelines and Competencies**
- *Provide Input and Leadership to Establish the National Career Development Association's Guidelines to the Preparation and Evaluation of Video Career Media**
- *Follow up with 398 Counselor/Career Development Specialists Who Served as Video Evaluators**
- *Follow up with 38 Producers**

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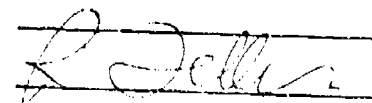
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Acknowledgements

Many individuals provided considerable support to this project. Success is attributed to their leadership, support and willingness to work beyond the task. Mary Beth McCormac and Walt Webb provided the original trust believing that as the National Guidelines were making significant impact, new tools were needed to provide career development competency achievement. Joe Vasos taught the project director to see the power of video as coordinators of the 20 training workshops gathered audiences to learn about the National Career Development Guidelines, video usage and complete video evaluations.

Katie Kirkham, Brent Jacobsen, Nancy Wise, Jean Lamm, Eli Cobb, Peg Cancilla, Karen Kilk, Debbie Blattenbauer, Julie Miller, BJ Keen, Joe Cancilla and Brian Cobb proved invaluable in getting the project through its various stages. From technical editing, cataloging and data analysis, training, and carrying VCR's from one corner of the project to the other many contributed without compensation. Phyllis Beard is credited with the design and quality of the summary profiles, utilizing many more fonts that one should ever deliver. Her willingness to make adjustments cannot be applauded enough. Jim Harris of the Colorado SOICC and Betty Bloom are responsible for the behind the scenes budgeting support which kept the project within budget.

Over 398 counselor/career development professionals completed seven hours of training and video reviewing intend on advancing product quality supportive of comprehensive guidance programs and the National Career Development Guidelines. To the 38 participating video producers allowing their products to be rated by a new and foreign process I offer my most sincere acknowledgement.

To all I offer my sincere appreciation, and dedicate to you the frequent flyer miles accrued during a project which cut across the national guidance community. A community of committed professionals willing to consider video usage as a method of meeting increased needs during a time of decreasing resources. May this project offer support to the creation and utilization of video technology within career development.

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Rich Feller
Ft. Collins, CO

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Project Overview

Background

The National Career Development Guidelines have provided the guidance, counseling and career development community with a rallying voice from which to promote and improve guidance programs nationwide. During an era of school restructuring and massive transformation of the workplace, career development has become an organizing theme which many policy makers, educators, and human resource specialists look to in search of answers. Few would argue that the career development needs of students and workers receive enough attention. Content areas of self knowledge, educational and occupational exploration and career planning need to be a part of everyone's learning experience. Fortunately educational institutions and employers are embracing career development as a lifelong developmental process that can be influenced by comprehensive and developmental programs. Career development is finding a home within the schoolplace, the workplace and in the community.

The National Occupational Information Coordinating Committee (NOICC) fostering much of the development of the National Guidelines has become a strong force in counselor training and the career development process. NOICC's many research, training and dissemination efforts have led to the promotion and improvement of both the demand for and facilitation of labor market and career information. This project is one such example.

While the National Career Development Guidelines have provided a process for program development and improvement, video technology has made great strides in helping to deliver information across the curriculum areas. Hundreds of videotapes are made available by an expanding number of video producers. Prior to the time of this project little had been collected about video usage in career development and few formal evaluations or attempts to standardize the evaluation process had been identified.

While counselors were known to be targets of significant marketing efforts by producers, little attention to the issues related to video usage in career development had been provided. And as the guidance curriculum has regained its status and importance it seemed necessary to assist guidance program developers with information about the potential usefulness of video technology.

NOICC with interest in providing processes from which counselors could provide quality information to an increasing number of students/clients at all levels K-Adult saw fit to fund this project and the following objectives:

- a. provide training related to the National Career Development Guidelines while introducing the National Career Development Competencies
- b. explore video technology as a tool through which career competency achievement could be improved
- c. provide leadership in the development of video evaluation techniques
- d. promote the development of guidelines related to the development of career development videotapes
- e. collect data on counselor/career development professionals video usage in career development
- f. assist producers in the development of quality video products that relate to career development competencies

g. provide training related to video usage in career development.

Training Effort

Twenty workshops were held throughout the United States for 398 counselors and career development professionals between October 1990 and November 1991. Titled "Video Usage in Career Development" workshops were held in the following cities:

Long Beach, CA	October 23, 1990
Baltimore, MD	October 31, 1990
Portland, OR	November, 7, 1990
Tallahassee, FL	January 15, 1991
Conway, SC	February, 12, 1991
Albuquerque, NM	March 22, 1991
Milwaukee, WI	April 15, 1991
Seattle, WA	May 3, 1991
Salt Lake City, UT	May 6, 1991
Rochester, MI	May 17, 1991
Lansing, MI	May 20, 1991
Ft. Collins, CO	June 14, 1991
Bismarck, ND	August 14, 1991
Ft. Collins, CO	October 4, 1991
Ft. Collins, CO	October 5, 1991
Ft. Collins, CO	October 15, 1991
Denver, CO	October, 18, 1991
San Diego, CA	November 8, 1991

Recruiting information about each workshop listed the following purposes:

1. Participants view seven career development videotapes useful with students.
2. Participants learn to be better consumers of career development videos, evaluate tapes with a standardized form, and discuss how videos can be used in a career development program.
3. Evaluations are entered into a national databank.
4. Participants learn of the National Career Development Guidelines, receive copies of the National Career Development Competencies and evaluate videotapes according to the competencies within the content areas of Self Knowledge, Educational and Occupational Exploration and Career Planning

Thirty eight producers who allowed their videotapes to be evaluated were sent copies of the National Career Development Competencies along with a copy of the Career Development Video Reviews Evaluation Form. With information about the National Guidelines, the project's goals and encouragement to attend to overall quality, instructional effectiveness and production quality it is hoped that producer's will be even more consumer conscious as well as competency focused as they develop the next wave of videotapes. Producers attending to needs of the field and quality issues can expect to see a greater response from consumers as video usage continues to expand. Additionally, students and clients can expect to see more competency based career development tools available as the guidance curriculum, career development and self directed learning tools become more accessible.

Numerous producers and counselors learning about the project requested additional material and evaluation forms during the project. The National Career Development Association, a long time leader in product review and standards development, had concurrently been working to develop a

document titled Guidelines to the Preparation and Evaluation of Video Career Media. Many of the lessons learned from this project were directly incorporated into that document. That document partially authored by the director of this project is included within this report.

Videos Selected for Evaluation

With the increasing abundance of videotapes related to self knowledge, educational and occupational exploration and career planning available to counselors 98 videotapes were formally reviewed by this project. Potential videotapes were collected from personal contacts with producers, solicitation through announcements in professional newsletters and through direct letter contact with major producers. While there appears to be a dearth of videotapes developed for elementary students and older adults, a vast array of videos are available for students in the traditional junior and senior high age range. In many cases producers seem to hesitate to target their videos to specific audiences. The project intentionally sought out a wide range of producers, a varied range of topical areas related to career development and a variety of videotapes with differing video techniques, lengths and prices. Only videos designed for the education market were included as were videos that could stand alone. While many videos are part of a series they were included only if they were sold as individual units.

Evaluation Effort

Each video was evaluated by at least 20 counselor/career development professionals using an evaluation titled Career Development Video Reviews Evaluation Form developed by the project staff. Each reviewer completed similar training prior to evaluation of the videotapes. Results were compiled to create three scores. Overall rating indicated the score for the evaluators overall rating of the videotape. Instructional effectiveness combined scores from evaluation of videotape content, effectiveness and social orientation. Production quality rating combined scores from evaluation of authenticity, instructional design, audio, visual and market value. Each video was also rated for its ability to increase the "intended viewer's" achievement of each National Career Development Competency.

Status Report on Video Usage

As reported within the Counselor/ Career Development Professionals Survey within this document one can suggest that at this point in time much can be done to improve and expand the use of video technology. While training in video usage is not commonplace many schools and organizations seem to be initiating projects related to video development. One SOLCC has indicated that as a result of the training provided it will develop a video career lending library. More than half of video users identified indicate that they use video within group guidance/ workshops and class instruction. A lack of money, a lack of knowledge about which videos are available and limited finances were the three most frequently mentioned reasons for limited use of video in a counselors work. Less than 12 percent of counselors have used interactive video and only 45 percent have seen an interactive video. Forty-three percent of participating counselors were aware of the National Career Development Guidelines prior to this training.

Clearinghouse on Video Usage in Career Development

During this project a clearinghouse for video usage in career development was established at Colorado State University in attempt to provide information and project results as they were being developed. Considerable time was spend in

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consultation with producers and video developers as they sought to learn about product comparisons, market research and consumer needs. Non-partisan support was provided to organizations seeking financial support from foundations and agencies. Viewers were also permitted to view any of the 98 videos housed within the project clearinghouse. Because of the concern for pirating and to protect the integrity of the project no videos are allowed out for loan. A video festival which highlighted 32 videotapes was conducted by the clearinghouse at the National Career Development Association Convention in San Antonio in January 1992. During the Software and Technology Festival at the 1992 American Association for Counseling and Development Convention in Baltimore, the projects results were disseminated.

Follow Up

All 38 producers participating in the project received copies of the Videotape Profile Summary Sheets related to the videotapes they produced. This allowed each producer to correct and update any information included within the project. It also allowed each producer to receive a copy of the National Guidelines and Career Development Video Reviews Evaluation Form. Each producer has also received a report on the project as has each of the 398 videotape evaluators.

Comparative Ratings of Career Development Video Tapes

EXAMPLE

TITLE America's Hospitality Industry	Consumer Rating	N	CONSUMER RATINGS of OVERALL SCORE									
			Excellent		Above Average			Acceptable			Poor	
			10	9	8	7	6	5	4	3	2	1
		21	0	1	3	3	3	8	1	0	2	0

Overall: C-(81/98) Instruct: B-(57/98) Product: C+(67/98)

Consumer Rating - the number of evaluators selecting the overall score from each score ranging from 1(poor) to 10 (excellent). In this example 3 evaluators rated this tape with an overall score of 8.

N - Number of evaluators evaluating the video. 21 evaluators rated this video.

Overall - A rating and ranking of Overall Quality. Ratings range from A+ to D+ and rankings from 1 of 98 to 98 of 98. This tape's Overall Quality rating was a C- and ranked 81 of 98 videos reviewed.

Instruct - A rating and ranking of Instructional Effectiveness. Ratings range from A+ to D+ and rankings from 1 of 98 to 98 of 98. This tape's Instructional Effectiveness rating was B- and ranked 57 of 98 videos reviewed.

Product - A Rating and ranking of Production Quality. Ratings range from A+ to D+ and rankings from 1 of 98 to 98 of 98. This tape's Production Quality rating was C+ and ranked 67 of 98 videos reviewed.

Cost:	\$9.95	Length:	6:43
Publ. Date:	1987	Publ.Code:	MatRest
Audience:	H.S.--Adult		
NOICC Cat.	C. P.	NOICC Comp:	A: 0 B: 8

Cost - The purchase price

Publ. Date - Date of Publication

Audience - Producers identified their intended audience from four options (Elementary, Middle/Junior, High School and Adult)

NOICC Cat. - Producers identified the NOICC content area most related to the video from three options (Self Knowledge, Educational and Occupational Exploration, and Career Planning)

Length - Length of video in minutes and seconds

Pub. Code - Abbreviation for Publisher (see Publisher Code and Address List section of this report for the publisher's address)

NOICC Comp - Each video was rated according to it's ability to increase the "intended viewer's" achievement within each of the 12 NOICC career development competency areas (see the Career Development Evaluation form for descriptions). An "A" rating indicates those competencies which received scores two standard deviations above the mean for that competency. A "B" rating indicates those competencies which received scores more than one and less than two standard deviations above the mean for that competency.

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TITLE
Career Exploration for
the 90's

Consumer Rating	N	CONSUMER RATINGS of OVERALL SCORE									
		Excellent	Above Average			Acceptable			Poor		
		10	9	8	7	6	5	4	3	2	1
	22	0	0	1	9	5	6	0	0	1	0

Overall: C (75/98) Instruct: C (75/98) Product: C-(89/98)

Cost: \$249
Publ. Date: 1990
Audience: Middle/Jr.--H.S.
NOICC Cat. E. & O. Ex.

Length: 47:00
Publ.Code: Sunburs
NOICC Comp: A: 0
B: 1, 3, 6-12

Career Journey, The

Consumer Rating	N	Excellent	Above Average			Acceptable			Poor		
		10	9	8	7	6	5	4	3	2	1
	27	1	3	3	7	5	2	3	2	0	1

Overall: C+(69/98) Instruct: C+(67/98) Product: B (48/98)

Cost: \$345
Publ. Date: 1984
Audience: Jr.--H.S.--Adult
NOICC Cat. E. & O. Ex.

Length: 28:00
Publ.Code: MediaG
NOICC Comp: A: 0
B: 4, 6, 8, 10

Career Tracks

Consumer Rating	N	Excellent	Above Average			Acceptable			Poor		
		10	9	8	7	6	5	4	3	2	1
	23	0	5	7	5	2	3	0	0	0	1

Overall: B (42/98) Instruct: B-(56/98) Product: B-(56/98)

Cost: \$12.50
Publ. Date: 1986
Audience: Middle/Jr.--H.S.
NOICC Cat. E. & O. Ex.

Length: 18:00
Publ.Code: NATEF
NOICC Comp: A: 0
B: 4-5, 8, 11-12

Careers for the 21st
Century, Vol. 1, Program
1

Consumer Rating	N	Excellent	Above Average			Acceptable			Poor		
		10	9	8	7	6	5	4	3	2	1
	31	6	6	6	4	3	2	1	1	0	2

Overall: B-(49/98) Instruct: A-(22/98) Product: B+(30/98)

Cost: \$75 ea or \$360/set-12
Publ. Date:
Audience: Middle/Jr.--H.S.
NOICC Cat.

Length: 15:00
Publ.Code: Takeoff
NOICC Comp: A: 0
B: 1-12

Careers for the 21st
Century, Vol. 1, Program
5

Consumer Rating	N	Excellent	Above Average			Acceptable			Poor		
		10	9	8	7	6	5	4	3	2	1
	32	1	11	10	5	2	1	0	2	0	0

Overall: A-(26/98) Instruct: B-(53/98) Product: B (45/98)

Cost: \$75 ea or \$360/set-12
Publ. Date:
Audience: Middle/Jr.--H.S.
NOICC Cat. E. & O. Ex.

Length: 15:00
Publ.Code: Takeoff
NOICC Comp: A: 11
B: 1, 3-6, 8-10, 12

Careers in Biotechnology
& Genetic Engineering

Consumer Rating	N	Excellent	Above Average			Acceptable			Poor		
		10	9	8	7	6	5	4	3	2	1
	20	3	3	6	5	1	1	1	0	0	0

Overall: A-(25/98) Instruct: A (11/98) Product: B-(54/98)

Cost: \$90
Publ. Date: 1989
Audience: H.S.--Adult
NOICC Cat. E. & O. Ex.

Length: 29:00
Publ.Code: CareerP
NOICC Comp: A: 4
B: 6-8, 11-12

Careers in Caring

Consumer Rating	N	Excellent	Above Average			Acceptable			Poor		
		10	9	8	7	6	5	4	3	2	1
	21	1	4	5	5	2	2	0	1	0	1

Overall: B (45/98) Instruct: B (41/98) Product: B-(52/98)

Cost: \$55
Publ. Date: 1990
Audience: H.S.--Adult
NOICC Cat. E. & O. Ex.

Length: 12:30
Publ.Code: TheMedia
NOICC Comp: A: 0
B: 4, 6, 8, 10-12

Careers in Robotics

Consumer Rating	N	Excellent	Above Average			Acceptable			Poor		
		10	9	8	7	6	5	4	3	2	1
	20	4	6	5	3	0	1	1	0	0	0

Overall: A (18/98) Instruct: A+(10/98) Product: A-(25/98)

Cost: \$90
Publ. Date: 1989
Audience: H.S.--Adult
NOICC Cat. E. & O. Ex.

Length: 29:00
Publ.Code: CareerP
NOICC Comp: A: 0
B: 4, 6, 8

TITLE		CONSUMER RATINGS of OVERALL SCORE																
		Consumer Rating	N	Excellent		Above Average			Acceptable			Poor		Cost:		Length:		
				10	9	8	7	6	5	4	3	2	1	Publ. Date:		Publ.Code:		
														Audience:		NOICC Comp:		
														NOICC Cat.				
Careers in Transportation & Material Moving			21	2	1	7	2	5	0	3	1	0	0	\$79.95 ea. or \$1,179/set-18	1990	Length: 20:00		
														H.S.--Adult	Publ.Code: CareerP			
														E. & O. Ex.		NOICC Comp: A: 0		
																B: 4, 6-8		
				Overall: B (47/98) Instruct: A-(23/98) Product: B (41/98)														
Careers 2000: Where Do I Fit In			22	0	0	4	8	2	2	5	1	0	0	\$99.95 or \$275/set	1990	Length: 25:00/ea (3 pts)		
														H.S.--Adult	Publ.Code: Technim			
														C. P.		NOICC Comp: A: 0		
																B: 1, 4-6, 9-10, 12		
				Overall: C+(68/98) Instruct: C-(84/98) Product: C (79/98)														
CHOICES: Nontraditional Jobs for the Nineties			21	6	10	4	0	0	0	1	0	0	0	Dup. Cost Only	1990	Length: 27:00		
														H.S.--Adult	Publ.Code: NM-SOICC			
														C. P.		NOICC Comp: A: 4, 11-12		
																B: 1, 3, 5-10		
				Overall: A+(3/98) Instruct: A (13/98) Product: A-(27/98)														
Choices in Health			23	3	10	6	3	0	1	0	0	0	0	\$155	1989	Length: 10:00		
														Middle/Jr.	Publ.Code: NYStateEd			
														E. & O. Ex.		NOICC Comp: A: 6, 8, 10-12		
																B: 2-5, 7, 9		
				Overall: A (11/98) Instruct: A+(8/98) Product: A (13/98)														
Culinary Careers: People, Professionalism, Service			23	2	2	7	8	2	2	0	0	0	0	\$25	1988	Length: 12:00		
																Publ.Code: AmCulin		
														E. & O. Ex.		NOICC Comp: A: 0		
																B: 4, 8, 11		
				Overall: B+(29/98) Instruct: A (15/98) Product: B+(31/98)														
Did You Get My Message?			21	0	2	0	1	5	4	4	2	2	1	\$85	1987	Length: 14:00		
														Middle/Jr.--H.S.	Publ.Code: EdAssoc			
														S. K.		NOICC Comp: A: 0		
																B: 2, 7		
				Overall: D+(90/98) Instruct: C-(89/98) Product: C-(80/98)														
Dynamic Interviewing			27	0	4	7	8	3	3	1	1	0	0	\$39.95		Length: 30:00		
																Publ.Code: AdminMgt		
														E. & O. Ex.		NOICC Comp: A: 7		
																B: 2, 12		
				Overall: B (46/98) Instruct: B+(31/98) Product: C-(88/98)														
Effective Answers to Interview Questions			25	0	4	4	4	5	4	0	3	0	1	\$195	1989	Length: 35:00		
														H.S.--Adult	Publ.Code: JIST			
														C. P.		NOICC Comp: A: 0		
																B: 2, 7		
				Overall: C+(59/98) Instruct: C+(65/98) Product: C+(66/98)														

TITLE	Consumer Rating	N	CONSUMER RATINGS of OVERALL SCORE										Cost:	Publ. Date:	Audience:	NOICC Cat.	Length:	Publ.Code:	NOICC Comp:
Effective Interviewing Skills			Excellent	Above Average			Acceptable			Poor									
			10	9	8	7	6	5	4	3	2	1							
		24	4	1	4	3	2	4	2	1	2	1							
Overall: C (71/98) Instruct: C+(60/98) Product: B-(55/98)																			
Effective Telephone Techniques			Excellent	Above Average			Acceptable			Poor									
			10	9	8	7	6	5	4	3	2	1							
		22	0	0	0	1	2	2	4	3	9	1							
Overall: D+(98/98) Instruct: D+(96/98) Product: D+(98/98)																			
Entrepreneurship: A Vision for Everyone			Excellent	Above Average			Acceptable			Poor									
			10	9	8	7	6	5	4	3	2	1							
		20	0	1	4	3	8	3	0	1	0	0							
Overall: C+(65/98) Instruct: C (79/98) Product: C (73/98)																			
Finding the Right College			Excellent	Above Average			Acceptable			Poor									
			10	9	8	7	6	5	4	3	2	1							
		20	2	3	4	7	2	1	0	1	0	0							
Overall: B+(32/98) Instruct: A (20/98) Product: B (49/98)																			
Fitting In: A New Look at Peer Pressure			Excellent	Above Average			Acceptable			Poor									
			10	9	8	7	6	5	4	3	2	1							
		20	1	0	2	9	3	4	0	0	0	1							
Overall: C+(64/98) Instruct: B (47/98) Product: C+(64/98)																			
Four Stages of Interviewing, The			Excellent	Above Average			Acceptable			Poor									
			10	9	8	7	6	5	4	3	2	1							
		27	1	4	6	2	5	4	1	3	1	0							
Overall: C+(66/98) Instruct: B+(38/98) Product: B (40/98)																			
From High School to College: Choice/Transition			Excellent	Above Average			Acceptable			Poor									
			10	9	8	7	6	5	4	3	2	1							
		20	8	6	5	1	0	0	0	0	0	0							
Overall: A+(2/98) Instruct: A+(6/98) Product: A+(3/98)																			
Getting a Good Start			Excellent	Above Average			Acceptable			Poor									
			10	9	8	7	6	5	4	3	2	1							
		21	2	0	9	4	1	2	3	0	0	0							
Overall: B (44/98) Instruct: B-(51/98) Product: B+(35/98)																			

TITLE
Go For It! A Career Video
for Early Teens

Consumer Rating	N	CONSUMER RATINGS of OVERALL SCORE									
		Excellent	Above Average			Acceptable			Poor		
		10	9	8	7	6	5	4	3	2	1
38		3	6	9	4	4	3	2	5	2	0

Overall: B-(55/98) Instruct: B (43/98) Product: C+(62/98)

Cost: \$125
Publ. Date: 1990
Audience: Middle/Jr.
NOICC Cat. E. & O. Ex.

Length: 8:16
Publ.Code: NYStateEd
NOICC Comp: A: 0
B: 3, 6, 9, 12

Got a Job Interview,
Learn the Skills

Consumer Rating	N	Excellent	Above Average			Acceptable			Poor		
		10	9	8	7	6	5	4	3	2	1
20		1	8	5	2	1	1	2	0	0	0

Overall: A-(24/98) Instruct: A (16/98) Product: A+(9/98)

Cost: \$189
Publ. Date: 1988
Audience: H.S.
NOICC Cat. E. & O. Ex.

Length: 28:00
Publ.Code: Sunburs
NOICC Comp: A: 0
B: 1-12

Has Anybody Seen Phil?
Drama a/ Stress Among
Teenagers

Consumer Rating	N	Excellent	Above Average			Acceptable			Poor		
		10	9	8	7	6	5	4	3	2	1
24		12	4	5	0	1	1	1	0	0	0

Overall: A+(4/98) Instruct: A (12/98) Product: A+(1/98)

Cost: Free to non-profit org.
Publ. Date: 1989
Audience: Middle/Jr.--H.S.--Adult
NOICC Cat. S. K.

Length: 30:00
Publ.Code: JCPenney
NOICC Comp: A: 0
B: 1-3, 9-10

How to Keep a Job

Consumer Rating	N	Excellent	Above Average			Acceptable			Poor		
		10	9	8	7	6	5	4	3	2	1
27		3	11	8	4	1	0	0	0	0	0

Overall: A (13/98) Instruct: A-(27/98) Product: A (17/98)

Cost: \$169
Publ. Date: 1989
Audience: Middle/Jr.--H.S.
NOICC Cat. E. & O. Ex.

Length: 25:00
Publ.Code: Sunburs
NOICC Comp: A: 2, 5
B: 1, 3, 8-10

I Blew It: Learning from
Failure

Consumer Rating	N	Excellent	Above Average			Acceptable			Poor		
		10	9	8	7	6	5	4	3	2	1
32		0	0	5	7	5	8	4	2	0	0

Overall: C (78/98) Instruct: C+(71/98) Product: C (74/98)

Cost: \$169
Publ. Date: 1988
Audience: Elementary--Middle/Jr.
NOICC Cat. S. K.

Length: 22:00
Publ.Code: Sunburs
NOICC Comp: A: 0
B: 1-2

I Like Being Me: Self
Esteem

Consumer Rating	N	Excellent	Above Average			Acceptable			Poor		
		10	9	8	7	6	5	4	3	2	1
24		6	7	9	1	0	0	0	0	0	1

Overall: A+(9/98) Instruct: A+(5/98) Product: A+(4/98)

Cost: \$169
Publ. Date: 1990
Audience: Elementary--Middle/Jr.
NOICC Cat. S. K.

Length: 24:00
Publ.Code: Sunburs
NOICC Comp: A: 1-3
B: 5, 9, 11

Identify Your Skills

Consumer Rating	N	Excellent	Above Average			Acceptable			Poor		
		10	9	8	7	6	5	4	3	2	1
24		0	1	5	4	3	6	1	1	1	2

Overall: C-(83/98) Instruct: D+(92/98) Product: C+(68/98)

Cost: \$89 or \$399/set-5
Publ. Date: 1991
Audience: H.S.--Adult (2 versions)
NOICC Cat. S. K.

Length: 20:00
Publ.Code: JIST
NOICC Comp: A: 0
B: 7, 12

Images of Marketing
Education

Consumer Rating	N	Excellent	Above Average			Acceptable			Poor		
		10	9	8	7	6	5	4	3	2	1
21		0	0	4	7	4	3	1	1	1	0

Overall: C (74/98) Instruct: C-(81/98) Product: C (70/98)

Cost: \$55
Publ. Date: 1990
Audience: Adult
NOICC Cat. C. P.

Length: 13:00
Publ.Code: TheMedia
NOICC Comp: A: 0
B: 4, 8

TITLE
Impacts of Single
Parenting, The

Consumer Rating	N	CONSUMER RATINGS of OVERALL SCORE									
		Excellent	Above Average			Acceptable			Poor		
		10	9	8	7	6	5	4	3	2	1
24		0	1	8	5	4	3	0	3	0	0

Overall: C+(60/98) Instruct: B 945/98) Product: C-(86/98)

Cost: \$45
Publ. Date: February 1990
Audience: H.S.
NOICC Cat. S. K.

Length: 14:52
Publ.Code: Meridi
NOICC Comp: A: 0
B: 3, 10-11

TITLE
It Only Takes Once

Consumer Rating	N	Excellent	Above Average			Acceptable			Poor		
		10	9	8	7	6	5	4	3	2	1
34		3	16	10	1	3	0	1	0	0	0

Overall: A (16/98) Instruct: A+(7/98) Product: A+(7/98)

Cost: \$189
Publ. Date: None Provided
Audience: H.S.
NOICC Cat. S. K.

Length: 25:00
Publ.Code: Meridi
NOICC Comp: A: 9
B: 1-3, 99

TITLE
It's a New World

Consumer Rating	N	Excellent	Above Average			Acceptable			Poor		
		10	9	8	7	6	5	4	3	2	1
24		0	9	4	3	3	4	1	0	0	0

Overall: B+(34/98) Instruct: B-(54/98) Product: A-(29/98)

Cost: \$89
Publ. Date: 1989
Audience: Middle
NOICC Cat. E. & O. Ex.

Length: 37:00
Publ.Code: ACE
NOICC Comp: A: 8, 11
B: 1, 3-7, 9-10, 12

TITLE
Job Connections: Applying
for Work

Consumer Rating	N	Excellent	Above Average			Acceptable			Poor		
		10	9	8	7	6	5	4	3	2	1
23		0	2	3	4	6	4	0	3	1	0

Overall: C (76/98) Instruct: C+(69/98) Product: C (72/98)

Cost: \$48
Publ. Date: 1990
Audience: H.S.--Adult (entering or in career transition)
NOICC Cat. C. P.
Length: 15:00
Publ.Code: TheVocSt
NOICC Comp: A: 0
B: 7

TITLE
Job Hunt & Staying on
Track

Consumer Rating	N	Excellent	Above Average			Acceptable			Poor		
		10	9	8	7	6	5	4	3	2	1
46		0	5	10	9	11	6	4	1	0	0

Overall: B-(54/98) Instruct: C+(66/98) Product: B (42/98)

Cost: \$48
Publ. Date: 1990
Audience: H.S.--Adults (entering or in career transition)
NOICC Cat. C. P.
Length: 7:00
Publ.Code: TheVocSt
NOICC Comp: A: 0
B: 6-7

TITLE
Job Interviewing

Consumer Rating	N	Excellent	Above Average			Acceptable			Poor		
		10	9	8	7	6	5	4	3	2	1
21		1	3	5	3	2	2	2	2	1	0

Overall: C+(61/98) Instruct: A-(28/98) Product: B+(39/98)

Cost: \$275
Publ. Date: 1987
Audience: H.S./Adult
NOICC Cat. E. & O. Ex.
Length: 20:00
Publ.Code: TheMedia
NOICC Comp: A: 0
B: 2, 7

TITLE
Job Search: Locating
Potential Employers

Consumer Rating	N	Excellent	Above Average			Acceptable			Poor		
		10	9	8	7	6	5	4	3	2	1
21		0	1	2	3	4	4	5	2	0	0

Overall: C-(80/98) Instruct: C-(82/98) Product: C-(81/98)

Cost: \$69.96 or \$695/set-12
Publ. Date: 1988
Audience: H.S.-(JTPA Grads)
NOICC Cat. E. & O. Ex.
Length: 28:49
Publ.Code: JIST
NOICC Comp: A: 0
B: 4, 6-7, 9, 12

TITLE
Job Search Methods That
Get Results

Consumer Rating	N	Excellent	Above Average			Acceptable			Poor		
		10	9	8	7	6	5	4	3	2	1
27		2	1	4	7	1	2	3	3	4	0

Overall: C-(85/98) Instruct: B-(58/98) Product: C (76/98)

Cost: \$89 or \$399/set-5
Publ. Date: 1991
Audience: H.S.--Adult (2 versions)
NOICC Cat. C. P.
Length: 28:00
Publ.Code: JIST
NOICC Comp: A: 0
B: 6-7

TITLE		CONSUMER RATINGS of OVERALL SCORE																	
Job Survival Skills: It's a Jungle Out There	Consumer Rating	N	Excellent	Above Average				Acceptable			Poor		Cost:	Publ. Date:	Audience:	NOICC Cat.	Length:	Publ.Code:	NOICC Comp:
			10	9	8	7	6	5	4	3	2	1							
			32	0	5	4	6	3	8	4	1	1							
Overall: C (72/98)			Instruct: C+(59/98) Product: B-(57/98)																
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Let's Go: Success on The Job	Consumer Rating	N	Excellent	Above Average				Acceptable			Poor		Cost:	Publ. Date:	Audience:	NOICC Cat.	Length:	Publ.Code:	NOICC Comp:
			10	9	8	7	6	5	4	3	2	1							
			30	0	6	2	11	5	3	3	0	0							
Overall: B-(48/98)			Instruct: C+(70/98) Product: B-(58/98)																
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Life After High School: Manufacturing Workers	Consumer Rating	N	Excellent	Above Average				Acceptable			Poor		Cost:	Publ. Date:	Audience:	NOICC Cat.	Length:	Publ.Code:	NOICC Comp:
			10	9	8	7	6	5	4	3	2	1							
			20	2	8	5	4	1	0	0	0	0							
Overall: A (17/98)			Instruct: A-(29/98) Product: A (12/98)																
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Making Contacts: The Power of Networking	Consumer Rating	N	Excellent	Above Average				Acceptable			Poor		Cost:	Publ. Date:	Audience:	NOICC Cat.	Length:	Publ.Code:	NOICC Comp:
			10	9	8	7	6	5	4	3	2	1							
			24	1	0	4	3	3	6	6	0	1							
Overall: C-(82/98)			Instruct: C (80/98) Product: C (77/98)																
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Marketing Your Vocational Skills	Consumer Rating	N	Excellent	Above Average				Acceptable			Poor		Cost:	Publ. Date:	Audience:	NOICC Cat.	Length:	Publ.Code:	NOICC Comp:
			10	9	8	7	6	5	4	3	2	1							
			28	0	2	4	10	7	4	1	0	0							
Overall: B-(52/98)			Instruct: B+(36/98) Product: C+(69/98)																
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Minou: Benefits of Self-Sufficiency	Consumer Rating	N	Excellent	Above Average				Acceptable			Poor		Cost:	Publ. Date:	Audience:	NOICC Cat.	Length:	Publ.Code:	NOICC Comp:
			10	9	8	7	6	5	4	3	2	1							
			25	1	3	3	3	2	4	4	4	1							
Overall: C (79/98)			Instruct: D+(95/98) Product: B-(53/98)																
<hr/>																			
Miracle Resume, The - Creating Effective Resumes	Consumer Rating	N	Excellent	Above Average				Acceptable			Poor		Cost:	Publ. Date:	Audience:	NOICC Cat.	Length:	Publ.Code:	NOICC Comp:
			10	9	8	7	6	5	4	3	2	1							
			20	0	0	0	1	5	2	3	1	4							
Overall: D+(96/98)			Instruct: D+(97/98) Product: C-(87/98)																
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Mirror, Mirror	Consumer Rating	N	Excellent	Above Average				Acceptable			Poor		Cost:	Publ. Date:	Audience:	NOICC Cat.	Length:	Publ.Code:	NOICC Comp:
			10	9	8	7	6	5	4	3	2	1							
			35	1	5	12	9	3	4	1	0	0							
Overall: B+(35/98)			Instruct: B-(48/98) Product: C+(60/98)																

TITLE	Consumer Rating	N	CONSUMER RATINGS of OVERALL SCORE										Cost:	Publ. Date:	Audience:	NOICC Cat.	Length:	Publ.Code:	NOICC Comp:
			Excellent	Above Average					Acceptable			Poor							
Moving Up			10	9	8	7	6	5	4	3	2	1							
	21		1	3	5	7	2	1	2	0	0	0		\$39.95		C. P.	30:00	AdminMgt	A: 0 B: 1-4, 7, 9, 12
Overall: B+(38/98)			Instruct: B+(32/98) Product: B+(32/98)																
Negotiating Competitive Salaries and Benefits			10	9	8	7	6	5	4	3	2	1							
	21		8	10	2	1	0	0	0	0	0	0		\$39.95		C. P.	30:00	AdminMgt	A: 6, 8 B: 1-3, 5, 7, 9, 12
Overall: A+(1/98)			Instruct: A+(1.98) Product: A+(2/98)																
Not Just a Job: Career Planning for Women			10	9	8	7	6	5	4	3	2	1							
	22		1	1	6	4	5	2	2	0	0	1		\$295	1990	Adult	35 min	CambrDoc	A: 0 B: 1, 3-7, 9-12
Overall: C+(58/98)			Instruct: C (78/98) Product: B (44/98)																
Only the Good Need Apply			10	9	8	7	6	5	4	3	2	1							
	21		0	0	0	0	2	2	5	7	3	2		\$85	1987	Middle/Jr.--H.S. E. & O. Ex.	15:00	EdAssoc	A: 0 B: 7
Overall: D+(97/98)			Instruct: D+(98/98) Product: D+(94/98)																
Organize Your Job Search			10	9	8	7	6	5	4	3	2	1							
	25		0	2	2	0	7	5	4	3	2	0		\$89 or \$399/set-5	1991	H.S.--Adult (2 versions) C. P.	21:00	JIST	A: 0 B: 6-7
Overall: C-(87/98)			Instruct: C (72/98) Product: C-(84/98)																
Outside			10	9	8	7	6	5	4	3	2	1							
	21		3	9	5	2	1	0	1	0	0	0		\$95	1990	Adult (Ex-Offenders; At Risk Gang Members) E. & O. Ex.	39:00	Takeoff	A: 0 B: 1, 3, 5, 9, 11-12
Overall: A (15/98)			Instruct: B-(49/98) Product: A (11/98)																
Paper Job Search Tools			10	9	8	7	6	5	4	3	2	1							
	21		0	3	1	2	2	7	3	2	1	0		\$89 or \$399/set-5	1991	H.S.--Adult C. P.	22:00	JIST	A: 0 B: 2
Overall: C-(86/98)			Instruct: C-(90/98) Product: C (75/98)																
Planning a Successful Job Hunt			10	9	8	7	6	5	4	3	2	1							
	22		5	12	3	0	0	1	0	1	0	0		\$39.95		E. & O. Ex.	30:00	AdminMgt	A: 0 B: 6, 8-9
Overall: A+(6/98)			Instruct: A+(3/98) Product: A-(21/98)																

TITLE	Consumer Rating	N	CONSUMER RATINGS of OVERALL SCORE										Cost:	Publ. Date:	Audience:	NOICC Cat.	Length:	Publ.Code:	NOICC Comp:	
			Excellent	Above Average					Acceptable			Poor								
Power of Choice, The - Self Esteem			10	9	8	7	6	5	4	3	2	1		\$64.95 or \$549.50/set	1989	Middle/Jr.--H.S.	S. K.	30:00	LiveWire	A: 1 B: 2-3, 9
		22	1	10	8	1	1	0	0	0	0	1								
Overall: A-(19/98) Instruct: A-(24/98) Product: A-(24/98)																				
Profiles: People & Jobs Professional Specialty and Service Occupations			10	9	8	7	6	5	4	3	2	1		\$199/set-4	1991	Jr.--H.S.--Adult	E. & O. Ex.	15:00	ACE	A: 0 B: 4, 6, 8, 10
		20	0	0	1	8	3	2	3	2	0	1								
Overall: C-(84/98) Instruct: C (73/98) Product: C-(82/98)																				
Resume Experience, The			10	9	8	7	6	5	4	3	2	1		\$89 or \$400/set	1989	Adult	E. & O. Ex.	21:00	JIST	A: 0 B: 0
		20	0	0	1	2	2	3	2	4	5	1								
Overall: D+(94/98) Instruct: C-(88/98) Product: D+(96/98)																				
Risk-Taking and You			10	9	8	7	6	5	4	3	2	1		\$169	1988	Middle/Jr.--H.S.	S. K.	30:00	HumanRel	A: 0 B: 1, 3 9
		21	2	1	8	2	4	3	1	0	0	0								
Overall: B (41/98) Instruct: B+(34/98) Product: B+(36/98)																				
Roofing Careers			10	9	8	7	6	5	4	3	2	1		Free	1990	H.S.	E. & O. Ex.	10:00	NatlRoof	A: 0 B: 6, 8, 10-11
		28	3	3	9	4	6	1	0	2	0	0								
Overall: B+(37/98) Instruct: B (40/98) Product: B+(34/98)																				
Self-Defeating Behavior: How to Stop It			10	9	8	7	6	5	4	3	2	1		\$199	1990	Jr.--H.S.--Adult	S. K.	40:00	HumanRel	A: 0 B: 1-3, 5, 9
		20	0	3	5	4	2	3	0	3	0	0								
Overall: B-(56/98) Instruct: C+(61/98) Product: B-(59/98)																				
Self-Esteem-Choices Today for Career Satisfaction Tomorrow			10	9	8	7	6	5	4	3	2	1		\$98 or \$449/set-5	1988		S. K.	17:00	CambrC	A: 0 B: 1-2, 5
		28	1	2	4	8	4	4	2	2	0	1								
Overall: C (70/98) Instruct: B-(50/98) Product: C+(61/98)																				
Self-Image and Your Career			10	9	8	7	6	5	4	3	2	1		\$199	1988	Jr.--H.S.--Adult	E. & O. Ex.	37:00	Sunburs	A: 10 B: 1-7, 9, 11-12
		32	7	10	9	5	0	1	0	0	0	0								
Overall: A+(8/98) Instruct: A-(21/98) Product: A+(6/98)																				

TITLE
Seven Phases of a Job
Interview, The

Consumer Rating	N	CONSUMER RATINGS of OVERALL SCORE									
		Excellent	Above Average			Acceptable			Poor		
		10	9	8	7	6	5	4	3	2	1
22		0	1	1	5	4	1	4	4	1	1

Overall: C-(88/98) Instruct: C (74/98) Product: C (78/98)

Cost: \$195
Publ. Date: 1988
Audience: H.S.--Adult
NOICC Cat. C. P.

Length: 38:00
Publ.Code: JIST
NOICC Comp: A: 0
B: 2, 6-7, 9

Seven Secrets to High
School, The

Consumer Rating	N	Excellent	Above Average			Acceptable			Poor		
		10	9	8	7	6	5	4	3	2	1
24		0	1	0	3	5	4	1	4	6	0

Overall: D+(92/98) Instruct: C-(83/98) Product: D+(95/98)

Cost: \$25
Publ. Date: 1990
Audience: Jr.
NOICC Cat. S. K.

Length: 8:00
Publ.Code: Ballanty
NOICC Comp: A: 0
B: 0

Take This Job and Keep
It!

Consumer Rating	N	Excellent	Above Average			Acceptable			Poor		
		10	9	8	7	6	5	4	3	2	1
26		0	2	7	6	5	2	0	3	1	0

Overall: C+(63/98) Instruct: C (77/98) Product: C-(83/98)

Cost:
Publ. Date: 1991
Audience: H.S.
NOICC Cat. E. & O. Ex.

Length: 17:00
Publ.Code: NYStateEd
NOICC Comp: A: 0
B: 2, 5, 8, 10

Teenage Parents: Making
It Work

Consumer Rating	N	Excellent	Above Average			Acceptable			Poor		
		10	9	8	7	6	5	4	3	2	1
23		0	0	3	0	3	2	5	2	3	5

Overall: D+(93/98) Instruct: D+(91/98) Product: D+(91/98)

Cost: \$59
Publ. Date: 1987
Audience: Jr.--H.S.
NOICC Cat. C. P.

Length: 17:00
Publ.Code: TheVocSt
NOICC Comp: A: 0
B: 0

Teenage Stress

Consumer Rating	N	Excellent	Above Average			Acceptable			Poor		
		10	9	8	7	6	5	4	3	2	1
30		0	2	1	1	5	5	4	4	6	2

Overall: D+(93/98) Instruct: D+(91/98) Product: D+(91/98)

Cost: \$95
Publ. Date:
Audience: Jr.--H.S.
NOICC Cat. S. K.

Length: 17:00
Publ.Code: Meridi
NOICC Comp: A: 0
B: 9

Ten Fastest Growing
Careers: Jobs for
the Future Program 1 of 4

Consumer Rating	N	Excellent	Above Average			Acceptable			Poor		
		10	9	8	7	6	5	4	3	2	1
20		2	5	7	3	1	2	0	0	0	0

Overall: A-(22/98) Instruct: A (18/98) Product: A (14/98)

Cost: \$209/set-4
Publ. Date: 1990
Audience: Middle/Jr.--H.S.--Adult
NOICC Cat. E. & O. Ex.

Length: 15:00
Publ.Code: GuidAssoc
NOICC Comp: A: 0
B: 3-8, 10-12

Tips For a Successful
Interview

Consumer Rating	N	Excellent	Above Average			Acceptable			Poor		
		10	9	8	7	6	5	4	3	2	1
36		1	6	8	4	4	4	3	4	2	0

Overall: C+(67/98) Instruct: B+(35/98) Product: D+(92/98)

Cost: \$89
Publ. Date: 1989
Audience: H.S.--Adult
NOICC Cat. E. & O. Ex.

Length: 22:00
Publ.Code: JIST
NOICC Comp: A: 0
B: 1, 6-8

Tonia the Tree

Consumer Rating	N	Excellent	Above Average			Acceptable			Poor		
		10	9	8	7	6	5	4	3	2	1
23		0	3	3	8	3	3	3	C	0	0

Overall: B-(53/98) Instruct: C-(86/98) Product: A-(26/98)

Cost: \$79.95
Publ. Date: 1988
Audience: Elementary
NOICC Cat. E. & O. Ex.

Length: 12:10
Publ.Code: MarshMed
NOICC Comp: A: 3
B: 1

TITLE	Consumer Rating	N	CONSUMER RATINGS of OVERALL SCORE										Cost:	Publ. Date:	Audience:	NOICC Cat.	Length:	Publ.Code:	NOICC Comp:	
			Excellent	Above Average					Acceptable			Poor								
Tough New Labor Market, The and What It Takes to Succeed			10	9	8	7	6	5	4	3	2	1		\$195	1991	H.S.--Adult		32:00	JIST	
		28	1	9	4	3	4	5	0	2	0	0				C. P.				A: 6 B: 3-7, 10-12
Overall: B (43/98)			Instruct: A-(26/98) Product: B (46/98)																	
Transitions: Choices for Mid Career Changers			10	9	8	7	6	5	4	3	2	1		\$89	1988	Adult (Older & Displaced Workers)		27:00	JIST	
		20	0	1	6	3	2	4	3	1	0	0				E. & O. Ex.				A: 0 B: 1-7, 10, 12
Overall: B-(57/98)			Instruct: C+(62/98) Product: C-(85/98)																	
Unbridled Opportunities: Careers in the Horse Industry			10	9	8	7	6	5	4	3	2	1		\$39.95 or \$49.94 w/Lesson Plan	1990	Elem/Middle/Jr.--H.S.--Adult		24:00	AmHorse	
		20	5	6	7	2	0	0	0	0	0	0				C. P.				A: 10 B: 3-9, 11-12
Overall: A+ (5/98)			Instruct: A+(2/98) Product: A+(5/98)																	
Waiting Room, The			10	9	8	7	6	5	4	3	2	1		\$53.70	1988	Jr.--H.S.--Adult		30:00	GreatPlains	
		20	3	6	5	1	1	0	1	2	1	0				E. & O. Ex.				A: 0 B: 1-2, 5-7
Overall: B+(30/98)			Instruct: C+(64/98) Product: A (16/98)																	
Watcha Gonna Do Now?			10	9	8	7	6	5	4	3	2	1		\$85	1987	H.S.		17:00	NorthernL	
		22	2	7	2	4	3	1	0	2	1	0				E. & O. Ex.				A: 0 B: 1-2, 4-6, 8-12
Overall: B (39/98)			Instruct: B-(55/98) Product: B-(51/98)																	
Why Work? Six Reasons You Are Better Off Employed			10	9	8	7	6	5	4	3	2	1		\$95		Adult (Unemployed)		15:00	JIST	
		27	0	4	9	5	4	1	2	0	1	1				E. & O. Ex.				A: 0 B: 1, 3, 5, 8, 10, 12
Overall: B-(51/98)			Instruct: B-(52/98) Product: C+(65/98)																	
Winning at Job Hunting in the 90's			10	9	8	7	6	5	4	3	2	1		\$59.95	1991	Adult		60:00	Successf	
		21	1	9	4	4	1	1	0	1	0	0				C. P.				A: 7, 12 B: 1-2, 6, 8-10
Overall: A-(23/98)			Instruct: A (14/98) Product: A-(23/98)																	
Working			10	9	8	7	6	5	4	3	2	1		\$7.00	1986	Middle/Jr.--H.S.--Adult		18:00	MetroLife	
		20	3	6	4	3	2	2	0	0	0	0				E. & O. Ex.				A: 0 B: 1-2, 5, 7, 10
Overall: A-(21/98)			Instruct: B (46/98) Product: A (15/98)																	

TITLE
Working Toward a Career

Consumer Rating	N	CONSUMER RATINGS of OVERALL SCORE									
		Excellent	Above Average			Acceptable			Poor		
		10	9	8	7	6	5	4	3	2	1
20		0	2	4	2	5	0	4	1	2	0

Overall: C (77/98) Instruct: C (76/98) Product: D+(93/98)

Cost: \$95
Publ. Date: 1989
Audience: H.S.
NOICC Cat. C. P.

Length: 12:50
Publ.Code: Meridi
NOICC Comp: A: 0
B: 1, 4-10, 12

Working With Your Supervisor

Consumer Rating	N	Excellent	Above Average			Acceptable			Poor		
		10	9	8	7	6	5	4	3	2	1
20		1	2	4	7	5	0	1	0	0	0

Overall: B (40/98) Instruct: A-(25/98) Product: B (43/98)

Cost: \$89.95 or \$259/set
Publ. Date: 1986
Audience: H.S.--Adult
NOICC Cat. C. P.

Length: 12:15
Publ.Code: UnitedL
NOICC Comp: A: 0
B: 2, 5

Would I Work With Me?

Consumer Rating	N	Excellent	Above Average			Acceptable			Poor		
		10	9	8	7	6	5	4	3	2	1
20		1	3	9	4	0	2	0	0	1	0

Overall: B+(33/98) Instruct: C-(87/98) Product: B+(37/98)

Cost: \$99.95
Publ. Date: 1988
Audience: Jr.--H.S.
NOICC Cat. S. K.

Length: 18:25
Publ.Code: Opportun
NOICC Comp: A: 0
B: 2, 5, 8-10

Yes? No? Maybe? Decision-Making Skills

Consumer Rating	N	Excellent	Above Average			Acceptable			Poor		
		10	9	8	7	6	5	4	3	2	1
24		2	10	9	2	0	1	0	0	0	0

Overall: A (14/98) Instruct: A+(4/98) Product: A-(20/98)

Cost: \$149
Publ. Date: 1990
Audience: Elementary/Middle/Jr.
NOICC Cat. S. K.

Length: 18:00
Publ.Code: Sunburs
NOICC Comp: A: 9
B: 1-3, 5, 10

You and Your Co-Workers

Consumer Rating	N	Excellent	Above Average			Acceptable			Poor		
		10	9	8	7	6	5	4	3	2	1
23		0	3	2	10	4	1	3	0	0	0

Overall: B-(50/98) Instruct: B (42/98) Product: B+(38/98)

Cost: \$89.95 or \$259.95/set
Publ. Date: 1986
Audience: Jr.--H.S.
NOICC Cat. E. & O. Ex.

Length: 11:00
Publ.Code: UnitedL
NOICC Comp: A: 2
B: 1, 3, 5, 9

You Can Choose!--Cooperation

Consumer Rating	N	Excellent	Above Average			Acceptable			Poor		
		10	9	8	7	6	5	4	3	2	1
22		6	5	7	3	1	0	0	0	0	0

Overall: A+(7/98) Instruct: B+(33/98) Product: A (10/98)

Cost: \$59.95 or \$549.50/set-10
Publ. Date: 1991
Audience: Elementary
NOICC Cat. S. K.

Length: 28:00
Publ.Code: LiveWire
NOICC Comp: A: 0
B: 2, 5, 8

Your Aptitudes: Related to Learning Job Skills

Consumer Rating	N	Excellent	Above Average			Acceptable			Poor		
		10	9	8	7	6	5	4	3	2	1
26		0	3	2	2	2	4	5	3	4	1

Overall: C-(89/98) Instruct: C-(85/98) Product: C (71/98)

Cost: \$95
Publ. Date: 1989
Audience: Jr.--H.S.--Adult
NOICC Cat. C. P.

Length: 13:10
Publ.Code: Meridi
NOICC Comp: A: 0
B: 6

Your Future: Planning Thru Career Exploration

Consumer Rating	N	Excellent	Above Average			Acceptable			Poor		
		10	9	8	7	6	5	4	3	2	1
20		0	5	4	6	3	1	1	0	0	0

Overall: B+(36/98) Instruct: B (44/98) Product: A-(22/98)

Cost: \$95
Publ. Date:
Audience:
NOICC Cat. C. P.

Length: 16:47
Publ.Code: Meridi
NOICC Comp: A: 6
B: 3-5, 9-10, 12

TITLE
Your Interests: Related
to Work Activities

Consumer Rating	N	CONSUMER RATINGS of OVERALL SCORE									
		Excellent		Above Average			Acceptable			Poor	
		10	9	8	7	6	5	4	3	2	1
20		0	2	4	5	3	3	2	1	0	0

Overall: C+(62/98) Instruct: C+(63/98) Product: C+(63/98)

Cost: \$95
Publ. Date: 1989
Audience: Jr.--H.S.--Adult
NOICC Cat. C. P.

Length: 11:02
Publ.Code: Meridi
NOICC Comp: A: 0
B: 6, 9-10, 12

Your Temperaments:
Related to Work
Situations

Consumer Rating	N	CONSUMER RATINGS of OVERALL SCORE									
		Excellent		Above Average			Acceptable			Poor	
		10	9	8	7	6	5	4	3	2	1
21		1	1	3	3	6	4	1	1	1	0

Overall: C (73/98) Instruct: C+(68/98) Product: B-(50/98)

Cost: \$95
Publ. Date: 1989
Audience: Jr.--H.S.--Adult
NOICC Cat. C. P.

Length: 12:40
Publ.Code: Meridi
NOICC Comp: A: 0
B: 1, 4, 9-10

Producers Code and Address List

ACE	ACE Distribution Service Kansas State University Ste. 248, 2323 Anderson Avenue Manhattan, KS 66502-2911	GreatPlains	Great Plains National P O Box 80669 Lincoln, NE 68501
AdminMgt	Administrative Management Society 1101 14th St. NW, Ste 1100 Washington, DC 20005	GuidAssoc	Guidance Associates P O Box 1000 Mt. Kisco, NY 10549-0010
Advantag	Advantage Video c/o Vocational Biographies P O Box 31 Sauk Centre, MN 56378-0031	Guidanc	Guidance Resource Ctr. 3330 King St. Alexandria City Public Schools Alexandria, VA 22302
AmCulin	American Culinary Foundation 10 San Bartola Drive St. Augustine, FL 32086	HumanRel	Human Relations Media 175 Tompkins Avenue Pleasantville, NY 10570
AmHorse	American Horse Council 1700 K Street, NW, #300 Washington, DC 20006	JCPenney	J.C. Penney Company, Inc. Public Affairs, P O Box 659000 Dallas, TX 75265-9000
Ballanty	Ballantyne Educational Programs 243 Dunsmere Ave. Pueblo, CO 81004	JIST	JIST Works, Inc 720 N. Park Ave Indianapolis, IN 46202-3431
CambrC	Cambridge Career Products 90 MacCorkle Ave. SW S. Charleston, WV 25303	LiveWire	LiveWire Video Publishers Div. of Elkind & Sweet Communications 3315 Sacramento Street San Francisco, CA 94118
CambrDoc	Cambridge Documentary Films, Inc. P O Box 385 Cambridge, MA 02139	MarshMed	Marsh Media P O Box 8082 Shawnee Mission, KS 66208
CareerP	Career Passports, Inc. 1319 Spruce St., Ste 201 Boulder, CO 80302	MediaG	Media Guild 11722 Sorrento Valley Rd, Ste E San Diego, CA 92121
Carnegi	Carnegie Foundation and The College Board 5 Ivy Lane Princeton, NJ 08540	Meridi	Meridian Education Corp. 236 East Front Street Bloomington, IL 61701
CtrEduc	Center on Education & Training for Employment Publications Office, 1900 Kenny Road The Ohio State University Columbus, OH 43210-1090	MetroLife	Metropolitan Life Ins. Co Dept. of Corporate Social Responsibility, Area 12-H One Madison Avenue New York, NY 10010
EdAssoc	Education Associates, Inc. 8 Crab Orchard Rd., P O Box Y Frankfort, KY 40602	NatlRoof	Nat'l Roofing Contractors Ass'n O'Hare Intern'l Ctr, Suite 600 10255 W. Higgins Road Rosemont, IL 60018

NATEF	NATEF 13505 Dulles Technology Drive Herndon, VA 22071-3415	Sunburs	Sunburst Communications 39 Washington Ave, P O Box 40 Pleasantville, NY 10510-3498
NatRest	National Restaurant Association 1200 17th St. NW Washington, DC 20036	Takeoff	Takeoff Video Educational Excellence, Inc. 8808 St. Charles Rock Road St. Louis, MO 63114
NM-SOICC	New Mexico SOICC P O Box 1928 Albuquerque, NM 87103	Technim	TECHNIMEDIA 124-126 S. 5th St. Steubenville, OH 43952
NYStateEd	New York State Education Dept. One Commerce Plaza, Rm 1623 Albany, NY 12234 Order from: Barr Films 12801 Schabarum Ave./P O Box 7878 Irwindale, CA 71706	TheMedia	The Media Center State Fair Community College 3201 West 16th Street Sedalia, MO 65301
NorthernL	Northern Light Productions 276 Newbury Street Boston, MS 02116	TheVocSt	The Vocational Studies Center Univ. of WI-Madison, 1025 W. Johnson 964 Ed Sci Bldg, Madison, WI 53706
Opportun	Opportunities for Learning, Inc. 941 Hickory Lane, Dept. XV2 P O Box 8103 Mansfield, OH 44901-8103	UnitedL	United Learning, Inc. 6633 West Howard Street Niles, IL 60648-3305
Pyramid	Pyramid Film & Video Box 1048 Santa Monica, CA 90406-1048		
Successf	Successful Job Hunting, Inc. 1660 North LaSalle St., Ste 1702 Chicago, IL 60614		

Counselor/Career Development Professionals Survey

From October 1990 - November 1991 over 398 counselors and career development professionals completed a training workshop in Video Usage in Career Development in the following cities:

Long Beach, CA	Oct. 23, 1990	Lansing, MI	May 20, 1991
Baltimore, MD	Oct. 31, 1990	Ft. Collins, CO	June 14, 1991
Portland, OR	Nov. 7, 1990	Bismarck, ND	Aug. 14, 1991
Tallahassee, FL	Jan. 15, 1991	Ft. Collins, CO	Aug. 22, 1991
Conway, SC	Feb. 12, 1991	Oklahoma City, OK	Sep. 20, 1991
Albuquerque, NM	Mar. 22, 1991	Ft. Collins, CO	Oct. 4, 1991
Milwaukee, WI	Apr. 15, 1991	Ft. Collins, CO	Oct. 5, 1991
Seattle, WA	May 3, 1991	Ft. Collins, CO	Oct. 15, 1991
Salt Lake City, UT	May 6, 1991	Denver, CO	Oct. 18, 1991
Rochester, MI	May 17, 1991	San Diego, CA	Nov. 8, 1991

In each case participants provided reviews of career development videotapes and information offering insights to a number of career development issues.

1. With which level of students/clients do you or your programs most serve?

53 Elementary
66 Junior High
188 High School
68 18-24 year olds
119 Adults (24+)
57 Indicated more than one response

2. Were you aware of the National Career Development Guidelines prior to learning of this workshop?

175 Yes
223 No

3. If yes, how did you learn about them?

104 Attended a workshop/training session
65 Read about them
69 Saw a copy of them
29 Indicated more than one response

4. Prior to this workshop had you heard of your SOICC (State Occupational Information Coordinating Committee)?

199 Yes
195 No

5. List which Career Information Delivery Systems(s) or software you use within your program (for example: GIS, Discover, Choices, SIGI Plus, C-LECT, State Career Information System, etc.)

<u>64</u>	Choices	<u>2</u>	Career Finder
<u>62</u>	Career Info	<u>2</u>	RAVE
<u>46</u>	GIS	<u>2</u>	CAPS
<u>32</u>	Discover	<u>1</u>	GATB
<u>29</u>	MOIS Michigan	<u>1</u>	C-LECT
<u>23</u>	SIGI	<u>1</u>	Chronicle
<u>9</u>	Eureka	<u>1</u>	Contel
<u>18</u>	Career Search	<u>1</u>	National Guard
<u>6</u>	COIN	<u>1</u>	DAT
<u>6</u>	Harrington O'Shea	<u>1</u>	Josten
<u>5</u>	Choices Jr.	<u>1</u>	DIME
<u>3</u>	Inform	<u>1</u>	Explorer
<u>3</u>	WOIS Washington	<u>1</u>	Holland
<u>2</u>	FCIS Florida	<u>1</u>	Myers Briggs

6. How many career development related video tapes do you use in your work each year?

# of Tapes	# of Respondents	# of Tapes	# of Respondents
0	75	9	4
1	24	10	21
2	34	12	4
3	26	15	5
4	23	20	9
5	28	25	2
6	11	30	1
7	1	75	2
8	6	150-200	1

7. How do you now use video in your work?

<u>79</u>	Stand alone (clients/students use independently)
<u>23</u>	Take home for homework (clients/students take home for viewing)
<u>250</u>	In group guidance/workshops/class instruction
<u>44</u>	Other
<u>46</u>	Indicated more than one response

8. What has limited your previous use of video in your work?

<u>223</u>	Limited money
<u>86</u>	Limited time/access to students/clients
<u>54</u>	Lack of equipment in agency/office/school
<u>121</u>	Lack of time to preview tapes
<u>190</u>	Lack of knowledge about which videos are available
<u>28</u>	Other

9. Do you use interactive video?

<u>44</u>	Yes
<u>330</u>	No

10. Have you seen an interactive video?

<u>167</u>	Yes
<u>200</u>	No

Wish List 1 for Future Videos Needed from Producers

The following are the 45 most frequently mentioned videos listed when 398 respondents answered the following question:

"If cost and availability were not problems, list videos (in terms of topics) you could use in your work."

The number indicates the frequency of times mentioned.

- TOPICS -

Career Awareness, Exploration, Selection, Planning - 68
 Interviewing Tips/Skills - 62
 Self-Esteem - 61
 Decision Making - 45
 How to Keep a Job/Employability Skills - 43
 Job Seeking Strategies/Skills - 43
 Resume Writing - 33
 Specific Occupation Informational Tapes - 27
 Self-Awareness/Self-Concept - 24
 Labor Market Trends/Occupational Outlook - 20
 Relating Academic Subjects & Majors to Careers - 20
 College Planning - 18
 Goal Setting - 18
 Study Skills - 18
 Substance Abuse - 17
 Coping With Change/Transition - 16
 Assessment - Abilities, Aptitude, Interests - 15
 Trends & Issues/Tomorrow's Workforce - 10
 Attitudes (Positive) - 9
 Communication Skills/Styles - 9
 Cultural Diversity - 9
 Financial Aid/Scholarships - 9
 Motivation - 9
 Education/Training (Relationship to Work) - 8
 Non-Traditional Careers for Women, Minorities, Disables, Etc. - 8
 Transition (Adults In) - 8
 Dropout Prevention - 7
 Informational Interviews - 7
 Occupational Clusters (Skills Needed) - 7
 Teenage Pregnancy/Parenting - 7
 Transferable Skills - 7
 Vocational Training/Alternatives to College - 7
 Conflict Resolution/Mediation - 6
 Job Applications - 6
 Peer Pressure/Acceptance - 6
 Problem Solving - 6
 Sex Equity - 6
 Special Needs Population in Career Development - 6
 Suicide/Death - 6
 Teamwork - 6
 Values Clarification - 6
 Interest Inventory and Occupational Choices - 5
 Printed Information Resources/How to Research Different Careers - 5
 Time Management - 5
 Work Ethics - 5

Wish List 2 for Future Videos from Producers

The following are the less frequently mentioned videos listed when 398 respondents answered the following question:

"If cost and availability were not problems, list videos (in terms of topics) you would use in your work."

The number indicates the frequency of times mentioned. (No number = 1 time)

- JOBS OF THE FUTURE -

Changing economy - 4
 Entrepreneurship
 Futurism in relation to job market
 Global/International labor market - 3
 High tech jobs - 4
 Local labor market information - 2
 Unusual/non-traditional careers - 4

- THE CHANGING WORKFORCE -

Mobile workforce
 Women in the workforce - 2
 Work values changing

- CAREER DEVELOPMENT -

Additional training beyond high school (importance of)
 Career clusters (understanding) - 4
 Career day
 Career guidance - 2
 Career orientation
 Career vs. job
 College vs. vocational school - 2
 Family influences on career development - 3
 Importance of career development
 Internships
 Multi-cultural barriers in career development
 Nat'l Career Development Guidelines (incorporating) - 3
 Non-traditional students and career development - 2
 overview on concept of careers
 Parents' video - helping kids explore careers - 2
 Process of career development - 4
 Promotion - 2
 Vocational and academic skills (need for both)
 Volunteerism/service learning in career planning - 2
 What employers want/what employees lack - 3
 Why people work - 2
 Work & life roles (interrelationship)
 World of work (introduction to)

- COLLEGE -

Dorm life
 First year of college - 4

- ALTERNATIVES TO COLLEGE -

Apprenticeship programs
Blue collar supervisory skills
Entry level jobs (skills necessary) - 3
Trades (working at)
Vocational classes (recruitment) - 2

- SELF-ASSESSMENT -

Holland's theory - 2
Learning styles - 2
Personality types w/career match - 3
Vocational assessment tools

- ADULTS -

Lifestyle planning for adults
Older adults (careers for) - 2

- GETTING A JOB -

Networking - 4
Non-professional jobs (interviewing for)
Self-esteem (maintaining while job hunting)
Tight markets (finding careers in)

- KEEPING A JOB -

Dressing appropriately on the job

- SOCIAL ISSUES -

Abuse (What to do if you are being abused) - 2
AIDS - 2
Alcoholism (understanding as a disease; for employers)
Barriers in employment - 2
Displaced homemakers - 2
Divorce: Dealing w/loss - 2
Domestic violence
Family dynamics
Life roles (changing)
Living/Dealing with parents - 2
Male/female roles (changing)
Post-traumatic stress disorder
Sexual abuse prevention
Sexuality/dating - 3
Stereotypes (reducing)

- PERSONAL GROWTH -

Anger management
Assertiveness - 3
Balance (maintaining w/job, children, etc.) - 3
Cooperation
Critical thinking skills - 2
Dealing w/difficult people
Development/maturation - 3
Fear (overcoming)
Feelings - 2
Financial management -2

Independent living skills/life skills - 4
 Organizational skills - 2
 Perfectionism
 Perseverance
 Power within
 Responsibility - 3
 Risk taking
 Self-control/logical consequences
 Self-empowerment
 Self-improvement -2
 Stress management -2
 Test taking/anxiety - 2
 Wellness - 3

- TEACHERS/COUNSELORS -

Basic counseling techniques for teachers
 Bridging subject matter w/career choices
 Building a comprehensive counseling program
 Counseling single parents
 Effective teaching
 Elementary counseling (interviewing in)
 Employment counseling techniques
 Group and peer counseling - 2
 Multi-cultural counseling
 Non-verbal communication in counseling
 Outcome based education
 Standardized tests (uses of) - 2
 Staff development - 3
 Teacher in-services on importance of career education - 4
 Top Quality Management (Demming) - applied to university services
 Training counselors in career development

- MISCELLANEOUS -

Active parenting
 Adult learning
 Agencies available for dislocated workers
 Case management
 Coping during war period
 Customer service - how to deal with the public
 Federal employment (applying for)
 History degree (what to do with)
 Human resource management
 Interactive videos/computer software - 3
 Involved (being)
 JTPA (orientation to)
 Job opportunities for young teens - 3
 Labor market classification systems
 Legal issues in employment areas
 Liberal arts (value of in private/public sectors)
 Lifelong learning (importance of) - 4
 Link education with business
 Math-reading requirements
 Math (you too can do)
 Mentally ill (interacting with)

Motivating the unemployed
 Paradigms
 Reality therapy - benefits to learning
 Re-entering the job market after adversity i.e. alcoholism, prison
 Retirement preparation
 Safety
 Sexual harassment
 Showing jobs
 Sibling relationships
 Staff morale (how to improve)
 Success factors
 Success stories - 2
 Surviving a layoff - 2
 Track videos
 Value sensitive issues (ways to discuss)
 Vocations vs. avocations
 Work habits and classroom habits
 Workshops (how to present)

- TITLES TO SPECIFIC VIDEOS -

Besides the Basics: Study Skills
 Better Jobs Using the OOH - 2
 Black, Male and Successful
 Career Choice videos - 2
 Career Exploration for the 90's
 Careers are More than Costumes
 Careers in the 21st Century
 Changing Workplace, The
 College Survival, Inc. videos on orientation
 Dynamic Interviewing
 Focus on the Future
 Fitting In - Positive Peer Pressure
 From High School to College: Choice and Transition
 Futures tapes by Janice Escalante
 Getting a good start
 How to Keep a Job
 Identify Your Skills - 4
 It Only Takes Once
 "JIST" Works
 Losing the Future
 Mirror, Mirror
 Organize Your Job Search
 Outside
 Peters', Tom (series)
 Picking Your Path
 Planning Thru Career Exploration
 Power of Choice, The - 2
 Take Off Videos - 2
 Tough New Labor Market
 Video Career Library - 2
 Winning at Job Hunting in the 90's - 2

Guidelines for the Preparation and Evaluation of Video Career Media



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Guidelines for Preparation and Evaluation of Video Career Media

National Career Development Association

These guidelines are designed to assist those who select and use career-related video media. They will also assist producers in creating quality materials to meet the needs and standards of the career development field.

High quality videos accomplish specific purposes with particular audiences. Producers must not only design materials to accomplish particular ends, but must assume the responsibility for conveying information regarding the effective use of such materials.

These guidelines are geared to a particular point of view because of the user-audience orientation of the majority of guideline readers. The emphasis on content, instructional design, bias, and quality of information is considered more relevant to the concerns of NCDA members. Individuals using these guidelines must determine the extent to which videos meet the criteria. (No judgment should be made regarding the effectiveness of any materials in serving purposes other than those related to career development.)

Each criterion is designed to focus attention on standards that would discriminate between a video that is considered excellent versus one that is considered fair. Such criteria should guide users in the selection and appropriate use of videos as well as prove useful to producers who are concerned about designing highly marketable products.

Content

This section deals with the objectives, concepts, and information portrayed in the video. It directs attention to the impact of the video on the audience. The specific criteria assess what may be learned (content) as well as the instructional design (process).

1. **Early Presentation of Intent.** The purpose of the video must be obvious to the viewer within the first quarter of the presentation. Explicit or implicit presentation of the purpose early in the video prepares the audience for the learning tasks involved and increases the effectiveness of the video as a motivational and learning tool. Deviations from this practice are acceptable providing they are a part of a rational instructional design. In such instances, the instructional design should be clearly explained in the user's guide.
2. **Integrity of Title.** The title must accurately reflect the content or purpose of the video, but creativity for the sake of audience motivation or in the name of poetic license is not ruled out. In no case, however, should the title be misleading in terms of audience anticipation or to influence potential purchasers.

The 1992 edition of the Guidelines for the Preparation and Evaluation of Video Career Media was prepared under the direction of Rich Feller, Ph.D., Colorado State University, Fort Collins, CO (chairperson of the CIRS Subcommittee on Video Review Guidelines), with the assistance of the Career Information Review Service Committee, chaired by Charles Mollerup, Idaho SOICC, Boise, ID. The committee wishes to thank Roger Lambert and Paul Downes for the initial leadership in this effort. The Guidelines were approved by the NCDA Board of Directors January, 1992.

3. **Free of Extraneous (Noncareer Related) Material.** The video must adhere to an organized development of the content required in order to fulfill adequately the stated objectives. The relationship of the content to the objectives must be clearly stated in the user's guide and video packaging, and should be obvious when viewing the video.

The costs involved with videos may induce both producer and purchaser to favor videos that attempt to accomplish too much for too many. Materials must effectively deal with a manageable number of objectives for specified audiences. The video that addresses a limited number of objectives adequately is usually more desirable than one that overwhelms the audience with content and a multitude of purposes. A video directed toward a specific audience is an ideal vehicle for developing content and eliciting responses that are appropriate to the abilities and interests of that audience. The differences among audiences are too significant to be sacrificed in the name of false economy.

4. **Accurate and Adequate Presentation of Concepts and Information.** Concepts must be portrayed and illustrated within the video in a manner appropriate for the comprehension level of the intended audience(s). Terminology referring to basic career development concepts must be defined in the user's guide whenever there is a possibility of ambiguity.

Occupational information must be accurate, comprehensive, and current. Occupations and occupation groups must be portrayed in a manner that makes the video a reliable source of current information. Videos with the primary mission of conveying occupational information should include the following details:

- Work performed
- Work settings
- Potential personal rewards
- Entry requirements and advancement possibilities
- Related occupations and career alternatives
- Credential requirements and union/professional affiliations
- Personal qualifications
- Occupational outlook in terms of short-range and long-range conditions.

Factors underlying trends and changes must be identified when possible to help interpret facts as they might exist at the time of viewing. Information that is more than two years old must be considered questionable. Most videos require revision every two years in order to update information presented. It is suggested that videos be revised/updated or retrieved if they contain information more than three years old.

Information should be balanced in terms of the advantages and disadvantages of the career alternatives. Although the purpose of the video or those of the producer or distributor may preclude a totally unbiased presentation, sufficient objectivity is required to ensure credibility and accuracy of information.

5. **Stimulates Transition from Passive to Active Response.** The video must motivate the audience toward some appropriate overt behavioral response. The content and manner in which it is presented must help the transition from passive viewing to discussion, follow-up activities, or other responses to provide the active involvement that is essential for optimal learning.

Production Considerations

This section deals with technical matters as they contribute to or detract from the video as an effective instructional tool. The specific items are intended to identify those characteristics that may be shortcomings in technical quality. Artistic judgments and aesthetic taste are left to the discretion of the producer.

1. **Credits.** Because credits serve more than just a utilitarian function in career guidance videos, the following information must appear in the screen credits to help the user and the audience identify the viewpoint and assess the reliability of the information presented in the video.
 - 1.1 **Date of production or revision.** The date of production or release of the revision must appear in the credits to inform the viewer of the currency of the information presented. Although marketing considerations may cause producers to ignore this standard, career guidance videos must provide the viewer with this important date.
 - 1.2 **Name of producer or distributor, sponsor, contributor, and sources of funds.** This information not only helps the user distinguish between videos with similar titles or contents, but it provides important reference information when the guides and other materials are separated from the videos. This information may also establish a point of view or identify a potential bias that should be considered by the audience.
 - 1.3 **Name, title, and credentials of consultants.** This information often gives credence to the production in the eyes of the audience. Although the listing must be brief, this portion of the credits should do more than just exhibit a name that conveys no meaning to the intended audience. The information may also be a reference for the user when materials accompanying the video are unavailable.
2. **Picture Quality.** The visual portion of the video must be viewed in terms of focus, clarity, color accuracy, contrast, and color balance. Individual frames and visual sequences should be free of any characteristics that detract from the intended message and impact of the video.
3. **Sound Quality.** The audio portion of the video must be viewed in terms of clarity, volume, pace, and narrative music mix. Voices should use appropriate diction and dynamics and should feature distinctive qualities when recognition of more than one voice is required of the audience. Voices should also match the individuals pictured. Music and sound effects should contribute to the meaning and message of the video. The total effect of the sound should be free of any characteristics that detract from the intended message and impact of the video.
4. **Length.** The length of the video should be weighed in balance with the content, intended audience, other technical considerations, and entertainment or aesthetic value.
5. **Packaging.** The packaging should be designed to assure maximum security of the materials and facilitate their identification and use. Color and labeling should expedite identification for storage, retrieval, and delivery. The video's general purpose, specific behavioral objectives, intended audience(s), and running time in minutes must be stated within the packaging.

User's Guide

The user's guide is an important part of any instructional package. It is a reference document and a source of information to guide potential users in selecting and using videos effectively. The user's guide must identify the audience and purpose of the video and how to use it most effectively. It must also provide instructions and suggestions to help use the video effectively.

1. **Credits.** Credits must be comprehensive and complete in order to serve their reference function satisfactorily. The following information should be included:

- 1.1 **Date of production/revision.** The date of production or release must be stated in the guide to inform the user of the recency of the information contained in the video. Revisions must be noted and the original titles and production dates included.

- 1.2 **Name and address of producer and distributor, sponsor, contributor, and source of funds.** This is basic identification data. Not all of this information may be available or appropriate. Such information, however, as sponsors, contributors, and sources of funds may alert the user to possible points of view or bias that may exist in the video. These data may also suggest possible sources of additional materials or information.

- 1.3 **Name, title, and credentials of consultants.** A competent professional staff is required to produce quality career guidance materials. Producers often supplement their professional staff with qualified consultants, who have had an active involvement in the production of videos and materials to meet the standards and needs of the field. The user should know of these efforts, or their lack, as a factor to consider when examining the reliability and efficacy of the video. The credentials of consultants or appropriate staff members should be explicit in terms of field of endeavor and areas of professional expertise and specialization.

2. **Purposes, Objectives, and Audience(s).** The general purpose and the specific behavioral objectives of the video must be stated in the user's guide. Such statements must also identify the audience(s) toward which the video is directed.

Objectives must be concise and stated in terms that enable the user and the audience to envision the learning tasks, address those tasks, and assess the degree to which they are accomplished. Terminology referring to basic career development concepts must be defined when there is a possibility of ambiguity.

3. **Synopsis.** The synopsis must convey an accurate description of the content of the video and the teaching strategy used to accomplish the stated purpose. It must include the running time in minutes. It is recommended that the guide also include additional aids such as full or partial scripts, frame reproductions or descriptions, and suggested stop-and-discuss points in order to assist the user in planning for effective use of the video.

4. **Verifiable Results of Field Testing.** Reputable producers must use some kind of evaluation procedures to determine the effectiveness of their materials. Although the state of the art precludes a statement of minimum standards for field testing and evaluation at this time, the user must have information regarding results obtained when the video was used with audiences similar to the target audience(s) identified in the guide.

5. **Discussion, Activities, and Resources.** Specific suggestions must be provided to assist the user in moving the audience from passive viewing to active involvement that is relevant to the purposes of the videos and the developmental level of the intended audience(s).

Discussion questions should help the user focus on the important issues and concepts presented in the video. Suggested questions should generate reflective and inferential thinking rather than simple recall. The interests and abilities of the intended audience(s) must be considered. Suggested activities must serve some useful purpose in terms of the career development of the audience. Activities should function as opportunities for follow-up action suggested in the video or to seek answers to questions raised in the video.

A bibliography of related sources of information, a list of resources available to further the purposes of the video, and other such references must be provided to help the user amplify the impact of the video.

Bias-Free Presentation

This section addresses itself explicitly to the responsibilities of the video producers to produce bias-free materials. Videos must go beyond tokenism and conventional role stereotyping and provide real examples of the world of work. A video lacking a progressive social orientation would also be deficient in objectivity and accuracy of information. The criteria in the section, however, are considered of fundamental importance and worthy of independent consideration when evaluating videos to be used for career guidance.

1. **Free of Sex/Age Role Stereotyping.** Occupational role stereotyping must be avoided. Individuals at all ages and of both sexes should be equitably portrayed at employment levels ranging from training to executive positions. The term "equitable" is used to connote fairness and justice rather than some statistically determined division.
2. **Free of Ethnic/Race/Religious/Physical Impairment/Stereotyping.** American society is multiracial and multiethnic and must be represented as such in career guidance videos. Care must be taken to avoid ethnic stereotyping and materials should be free of stereotyping based on physical impairment. Representatives from all ethnic groups as well as all individuals qualified to do a job, regardless of handicapping condition, should be portrayed at all levels of employment. Religion is not an appropriate topic in career guidance videos except as an area of employment for certain occupations.
3. **Free of Value Purposes, Social Class Bias, and Self-Serving or Promotional Purposes.** The videos must present information objectively and not imply a particular value orientation or social class bias. Explicit or implicit value judgments must not be evident regarding any work ethic. The video must be devoid of self-serving purposes and must not overtly promote a particular occupation, career field, business, or industry without due representation of both the positive and the negative factors involved.

NCDA Video Production and Review Service Evaluation Form

Video Title: _____

Date Released: _____

Sale Price: \$ _____ Rental Price: \$ _____

Producer: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Distributor: _____

Street Address: _____

City: _____ State: _____ Zip: _____

SETTING/POPULATION(s):

- | | |
|---|--|
| <input type="checkbox"/> 1. Elementary Schools | <input type="checkbox"/> 5. Two-Year Colleges |
| <input type="checkbox"/> 2. Middle or Junior High Schools | <input type="checkbox"/> 6. Four-Year Colleges or Universities |
| <input type="checkbox"/> 3. High Schools | <input type="checkbox"/> 7. Other |
| <input type="checkbox"/> 4. Vocational Schools | |

RATING SCALE:

5 = Outstanding 4 = Good 3 = Satisfactory 2 = Poor 1 = Unsatisfactory 0 = Does not apply

Content:

1. Early presentation of intent.....	5	4	3	2	1	0
2. Integrity of title	5	4	3	2	1	0
3. Free of extraneous (noncareer related) material	5	4	3	2	1	0
4. Accurate and adequate presentation of concepts/information	5	4	3	2	1	0
5. Stimulates transition from passive to active response	5	4	3	2	1	0

Total points for content = _____

Production Considerations:

1. Credits	5	4	3	2	1	0
2. Picture Quality	5	4	3	2	1	0
3. Sound Quality	5	4	3	2	1	0
4. Length	5	4	3	2	1	0
5. Packaging.....	5	4	3	2	1	0

Total points for production considerations = _____

User's Guide:

1. Credits	5	4	3	2	1	0
2. Purpose, objectives, and audience	5	4	3	2	1	0
3. Synopsis	5	4	3	2	1	0
4. Verifiable results of field testing	5	4	3	2	1	0
5. Discussion, activities, and resources	5	4	3	2	1	0

Total points for user's guide = _____

5 = Outstanding 4 = Good 3 = Satisfactory 2 = Poor 1 = Unsatisfactory 0 = Does not apply

Bias-Free Presentation:

1. Free of sex/age role stereotyping	5	4	3	2	1	0
2. Free of ethnic/race/religious/physical impairment stereotyping	5	4	3	2	1	0
3. Free of value purposes, social class bias, and self-serving or promotional purposes	5	4	3	2	1	0
Total points for bias-free presentation = _____						

TOTAL POINTS ALL AREAS _____

75-90 = Outstanding	59-74 = Good	42-58 = Satisfactory	25-41 = Poor	0-24 = Unsatisfactory
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Synopsis (Give summary of content without judgment):

Critical Comments (Give strengths or weaknesses of content, production considerations, user's guide, bias-free presentation):

Comments (Recommendations and suggestions for the producers/authors; if there is a discrepancy between the total score and your evaluation, please document your evaluation decision):

Reviewed by: _____ Date: _____

List of Evaluators

The following is an alphabetical listing of the names and addresses of the 398 counselors and career development professionals who served as evaluators during this project.

List of Video Evaluators

Alice G. Abeyta
 Michael Adams
 Sharron Adams
 Linda Mae Albrecht
 Donald E. Alder
 Don Allen
 Leanne Allvin
 Robert L. Ames
 Steve Anderson
 Marge Asche
 Pat Baggailey
 Ron Bailey
 Lisa Barb
 Jerry Barden
 Steve Barnum
 Flossie Barr
 Michael Barry
 Tom Bartol
 John Bartunek
 Kelly Battles
 Jackie Bell
 Kay Bell
 Cheryl Bell
 Karen Belson
 Robert A. Bennett
 Ann M. Benson
 Jodi Berman
 Teresa G. Bestor
 Rebecca R. Bigant
 Kari Blackett
 Alex Bleza
 Robert Boblitz
 Tanya Bodzin
 Donna Boehm
 Ed Boggess
 Rae Ann Borles
 Nancy Boucneau
 Robert E. Bradshaw
 Beckie Bradshaw
 Phyllis Braxton
 Kyler Brengle
 Geraldine Brenneise
 Suzanne Bromley
 Wayne Bromley
 Donna Brovsky
 Beverly Brown
 Sioux Brown
 Howard M. Brown
 Michael T. Brown
 Jeanne Brummell
 Dennis M. Bryan
 Marcy Bullis
 Elaine Burrows
 Bruce M. Bushnell
 Brad Butts

Tech-Voc Institute Comm. College
 South River Sr. HS
 Employment and Training Services
 Vocational Counselor
 Olympic High School
 La Cueva High School
 Michigan Rehabilitation Services
 Naches Valley High School
 Yale Public Schools
 Counselor
 Kent-Meridian High School
 Hunter Jr. High
 UND - Lake Region

Ionia County ISD
 Finklee Career Center
 Watten Woods Tower High School
 Hillsdale County ISD
 North Valley Vocational Center
 ODVTE
 Grand Rapids Public Schools
 Bellevue Community College
 OK Dept. of Vo-Tech
 Irvine Valley College
 Bridgemont-Spaulding Comm.Schools
 Davis County School
 Colorado State University
 Bureau of Career Development
 Lakewood Elementary School
 Colorado State University
 Colorado State University
 Grand Rapids Public Schools

Vocational Guidance Counselor
 Los Angeles Pierce College
 Colorado State University
 Career Development Institute
 Park River High School
 Hunte Junior High

South Carroll High School
 Riverdale High School
 Tavelli Elementary School
 Fort Collins High School
 Thornton High School
 Culver City Adult School
 Acoma Social Services
 Anacostia HS, Room 208
 Wayne State University
 University of New Mexico
 Colorado State University
 Canadian Valley AVTS
 Counselor
 Pleasant Grove High
 Columbine High School

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 201 Central Ave. East
 3842 S. Mason Street
 Box 393
 P.O. Box 8
 7801 Wilshire Ave. NE
 100 W. Saginaw - Lower Level
 P.O. Box 159
 198 School Drive
 Lisbon Public School
 10020 SE 256th
 6131 W. 3750 S.
 N. College Drive
 542 S. Summitview
 2190 Harwood Road
 Rte. 1, Box 236-B
 27900 Bunert
 3471 Beck Road
 Rt. Box 4
 1500 W. 7th
 G2-Rm 53
 7000 Landerholm Circle, #D104
 Rt. 1, Box 9
 5500 Irvine Center Drive
 3878 Sherman Street
 20 North Main Street
 AHD - Braiden Hall
 Florida Education Center
 1675 Hwy 396
 1500 W. Plum Apt. 140
 AHD - Durward Hall
 GRJC, G2-Rm53, 143 Bostwick, NE
 9215 Santayana Drive
 Standing Rock College
 801 Coronado Ct. Apt. D
 800 W. Prospect Apt. 1-B
 720 S. Colo. Blvd., #260
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 1300 W. Old Liberty Road
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 1607 Burlington Ct.
 1400 Remington Avenue
 9351 N. Washington
 4401 Elenda
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 Student Service Center - Room 220
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 1401 Michigan
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 700 East 200 South
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 Devils Lake, ND 58301
 Silverdale, WA 98383
 Albuquerque, NM 87122
 Pontiac, MI 48342
 Naches, WA 98937
 Yale, MI 48097
 Lisbon, ND 58054
 Kent, WA 98031
 West Valley City, UT 84120
 Devils Lake, NJ 58301
 Fort Collins, CO 80524
 Ionia, MI 48846
 Loris, SC 29569
 Warren, MI 48093
 Hillsdale, MI 49242
 Orafton, ND 58237
 Stillwater, OK 74074
 Grand Rapids, MI 49503
 Bellevue, WA 98007
 Weatherford, OK 73096
 Irvine, CA 92720
 Bridgeport, MI 48722
 Farmington, UT 84025
 Fort Collins, CO 80521
 Tallahassee, FL 32399
 Myrtle Beach, SC 29575
 Fort Collins, CO 80521
 Fort Collins, CO 80521
 Grand Rapids, MI 49505
 Fairfax, VA 22031
 Fort Yates, ND 58538
 San Diego, CA 92169
 Fort Collins, CO 80526
 Denver, CO 80222
 Crystal, NJ 58222
 West Valley City, UT 84120
 Fresno, CA 93719
 Sykesville, MD 21784
 Coleharbor, ND 58531
 Fort Collins, CO 80525
 Fort Collins, CO 80524
 Thornton, CO 80229
 Culver City, CA 90230
 Acoma, NM 87034
 Washington, DC 20009
 Detroit, MI 48202
 Albuquerque, NM 87125
 Fort Collins, CO 80523
 Chickasha, OK 73018
 Salt Lake City, UT 84121
 Pleasant Grove, UT 84062
 Littleton, CO 80123

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 Gail Cameron
 David Campbell
 Deborah Canfield
 Kevin L. Card
 Pablo Cardona
 Sherri Carlson
 Liz Carrington
 Camilla Carter
 Sally Casper
 Fern Cawthon
 John Chanaca
 Carol Chenoweth
 Simona Cherlin
 Arthur D. Christian
 Dona Ciucci
 Libby Clark
 Barbara Cochrane
 Gwen Colbert
 Georgette Collins
 Lisa Collins
 Tim Collins
 Barbara Conroy
 Mary Jane Cooley
 Joan Copenhaver
 Norm Corson
 Sheryl Cowgill
 E. Dean Cozzens
 Glenda Creach
 Michael J. Crehan
 Olga De La Cruz
 Genevieve Cruze
 Del Cruzen
 Le Trice M. Curl
 Carol Daniel
 Prudence Davis
 Donna M. Dean
 Norma K. Dean
 Joyce E. Dell
 Donna Deschenes
 Joe Diaz
 Jack Digliani
 Diana Dombrowski
 Laura H. Dominguez
 Judy Donaldson
 Ginny Gee Donmoyer
 Susan L. Dorsey
 Patricia Dougherty
 Yvonne Duker
 Ginny Dullum
 Bonnie Duston
 Leona Jean Edward
 Dottie Eichhorn
 Fred Eikenberry
 Judy Eltinger
 Bob Eliason
 Dolores Elliott
 Kathy J. Elliott

Xavier University of Louisiana
 Pleasant Grove Jr. High
 Career Counselor
 Career Development Institute
 Pleasant Grove High School
 Milwaukee Area Technical College
 Burns Flat Schools
 Mariner High School
 Ottawa Hills
 Dept. of Education
 Gilchrist Elementary
 Green Sea Floyds Elem. School
 Florida State University
 County of San Diego
 Palmer High School
 Tulsa Public Schools
 Hunter Junior High
 Michigan Rehabilitation Services
 Lincoln High School
 Loris Elementary
 JTPA/ETS
 Hunter High School
 Career Connections

Carrington Elementary School
 Quest

Counselor
 Southwestern OK State University
 Renton Technical College
 Drager Middle School
 Northridge University
 Naches Valley High School
 Colorado State University

The Career Center
 State CMHC Prof. Association
 Hally Open Middle School
 Target Inc.
 Centennial High School
 Career Counseling Coordinator
 Psychologist
 Fowlerville High School
 Salinas City School District
 Poudre High School
 Myrtle Beach Elementary School
 Beattie Elementary
 Enoch Pratt Free Library
 Kirtland Air Force Base
 Central High School
 Grad Student - Career Counseling
 OK Dept. of Vo-Tech

Regional Occupational Program
 University of Wisconsin
 Frank Everett and Associates
 Milwaukee Area Technical College
 Francis Tuttle Vo-Tech

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 2055 Rosewood SE
 FEC
 695 Timberlane Road
 RD #1 Box 148
 222 Bryan Hall
 1600 Pacific Highway
 301 N. Nevada
 3027 S. New Haven
 4497 S. 3200 W.
 P.O. Box 826
 29200 Federal
 3519 Broad Street
 3842 S. Mason
 5600 West 4200 South
 P.O. 9331
 673 Mansfield Drive
 232-9th Ave. N.
 750 Mendocino Ave. #6
 16080 Caminito DeLinda
 1928 Orchard Place
 100 Campus Drive
 3000 N.E. 4th
 340 E. Church Street
 18111 Nordhoff Street
 P.O. Box 159
 AND - Edwards Hall
 1915 Spring Crest Road
 3005 Louisiana NE
 1843 Park Ridge Lane
 2585 Grove
 430 S. Bishop Street
 1112 Norwich Ct.
 California Polytechnic State Univ.
 612 S. College Avenue Suite 22
 7677 Sharps Road
 412 West Alisal Street
 201 Impala Drive
 3101 Oak Street
 3000 Meadowlark
 400 Cathedral Street
 1606 ARW/FS
 115 N. 4th Street
 Cal. Poly Univ - San Luis Obispo
 4500 N. Lincoln
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 964 Ed. Sci. Bldg., 1025 W. Johnson
 P.O. Box 761
 700 West State Street
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 Loveland, CO 80538
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 Grand Rapids, MI 49508
 Tallahassee, FL 32399
 Tallahassee, FL 32315
 Green Sea, SC 29545
 Tallahassee, FL 32306-1035
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 Tulsa, OK 74147
 West Valley City, UT 84119
 Mt. Clemens, MI 48046
 Warren, MI 48089
 Loris, SC 29569
 Fort Collins, CO 80525
 West Valley City, UT 84084
 Santa Fe, NM 87504
 Fort Collins, CO 80525
 Carrington, ND 58321
 Santa Rosa, CA 95401
 San Diego, CA 92128
 Fort Collins, CO 80521
 Weatherford, OK 73096
 Renton, WA 98056
 Adrian, MI 49221
 Northridge, CA 91328
 Naches, WA 98937
 Fort Collins, CO 80521
 Colorado Springs, CO 80920
 Albuquerque, NM 87110
 Sedro Woolley, WA 98284
 Detroit, MI 48228
 Westminster, MD 21157
 Fort Collins, CO 80525
 San Luis Obispo, CA 93407
 Fort Collins, CO 80524
 Fowlerville, MI 48836
 Salinas, CA 93901
 Fort Collins, CO 80521
 Myrtle Beach, SC 29577
 Fort Collins, CO 80521
 Baltimore, MD 21201
 Kirtland Air Force, NM 87117-5000
 Grand Forks, NJ 58203
 San Luis Obispo, CA 93407
 Oklahoma City, OK 73114
 Denver, CO 80212
 Millbrae, CA 94030
 Madison, WI 53706
 Chestertown, MD 21620-0761
 Milwaukee, WI 53233
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 Annette Finney
 Claire Fitzgerald
 Glenna Fleming
 Maria D. Flores
 Olivia Floyd
 Lisa Forme
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 Marsha Fosdick
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 Bradford Byron Groves
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 Martha T. Hinson
 Kathy Holle
 Ann D. Hoxie
 Dawne R. Hucksby
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 Kathy Hurst
 Dawn Hyde
 Joyce Jackson
 Joanne B. Jackson
 Dena Jardine
 John Jauhola
 Sylvia Jenerette
 David E. Jensen
 Elizabeth A. Johnson
 Brent Johnson
 Joyce Johnson
 Carol Johnson
 Volina D. Jones
 Marsha Joy

Tulsa Public Schools
 Albuquerque TVI
 USDA - Forest Service
 Three Rivers High School
 Carrington High School
 Provo High School
 El Reno Public Schools
 Larimer Cty Employment & Training
 Montgomery College/Takoma Park
 Horry School District
 Wilton Public School
 Pryor Public School
 Milw. Area Tech College - N Campus
 Socaster Middle School
 Rangaley Productions
 Myrtle Beach Middle School
 Colorado State University
 Aims Community College
 Larimer Cty Employment & Training
 Counselor
 Sonoma State
 Ventura College
 N. Myrtle Beach Elementary
 Prairie High School
 North Valley Vocational Center
 Oklahoma Dept. of Vo-Tech
 Midway Public School
 Counselor
 Grand Forks Public Schools
 Adult Career Counseling Center
 Fairview Area Schools
 Johns Hopkins University
 Klamachi Area Voc-Tech School
 OK Dept. of Vo-Tech
 Rochester High School
 Dunseith High School
 KAVTS
 Western Washington University
 Anne Arundel Community College
 Myrtle Beach Middle School
 New Salem High School
 Ephrata Senior High School
 Gilpin County High School
 Individual Development Center, Inc.
 Career Counselor
 Berkshire Associates Inc.
 North Myrtle Beach High School
 Anacostia High School
 Career Counselor
 Larimer Cty Employment & Training
 North Myrtle Beach Middle
 James Valley Vocational Center
 Performing Palz
 Larimer County ETS
 Yale Public Schools
 Park School
 Milwaukee Area Technical College
 Training, Resources Unlimited

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 207 East Michigan Avenue
 100 3rd Ave. South
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 201 Administration
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 1600 W. Plum #180
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 700 Sandridge Road
 P O Box 300
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 4300 N. Lincoln Blvd. Suite 203
 RR1, Box 31
 2828 Silverplume Drive B2

 147 O'Dowd Hall
 1800 E. Miller
 4237 Blue Barrow
 Box 308
 4300 N. Lincoln Blvd. #203
 180 S. Livernois
 Box 789
 Rt. 2, Box 248
 333 Miller Hall
 500 Digiulian Blvd.
 3301 Oak Street
 Box 378, 318 Elm Ave.
 803 Oak Blvd.
 10595 Hwy 119
 1020 East John Street
 P.O. Box 2165
 1205 York Road, Suite 34
 3750 Sea Mountain Highway
 16th & R Streets, SE
 1012 Driftwood #3
 418 E. 4th Suite 4
 655 Hwy 90
 12th Ave & 13th St NE
 1510 Vivian St.
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 Albuquerque, NM 87125
 Arcadia, CA 91006
 Three Rivers, MI 49093-2238
 Carrington, ND 58421
 Provo, UT 84604
 El Reno, OK 73036
 Fort Collins, CO 80525
 Takoma Park, MD 20912
 Myrtle Beach, SC 29577
 Washburn, ND 58577
 Pryor, OK 74361
 Meguon, WI 53092
 Myrtle Beach, SC 29577
 Baltimore, MD 21136
 Myrtle Beach, SC 29577
 Fort Collins, CO 80523
 Greeley, CO 80631
 Fort Collins, CO 80525
 Fort Collins, CO 80521
 Sonoma, CA 95476
 Ventura, Ca 93003
 Little River, SC 29566
 Brush Prairie, WA 98606
 Grafton, NJ 58237
 Oklahoma City, OK 73105
 Inkster, ND 58244
 Fort Collins, CO 80526
 Grand Forks, ND 58206
 Rochester, MI 48309-4401
 Fairview, MI 48621
 Ellcott City, MD 21043
 McAlester, OK 74502
 Oklahoma City, OK 73114
 Rochester Hills, MI 48307
 Dunseith, ND 58329
 McAlester, OK 74501
 Bellingham, WA 98225
 Glen Burnie, MD 21060
 Myrtle Beach, SC 29577
 New Salem, ND 58563
 Ephrata, PA 17522
 Black Hawk, CO 80422
 Seattle, WA 98102
 Fort Collins, CO 80521
 Lutherville, MD 21093
 Little River, SC 29566
 Washington, DC 20009
 Fort Collins, CO 80525
 Loveland, CO 80537
 Little River, SC 29566
 Jamestown, ND 58401
 Longmont, CO 80501
 Loveland, CO 80537
 Yale, MI 48097
 Estes Park, CO 80517
 Milwaukee, WI 53233
 Pleasanton, CA 94566

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Phyllis Kaplan
Ruthanne Kastner
John Kufalas
Bett B. Kelley
Maria Kelly
Dorcen Kemp
Ken Kernagis
Jan Kutterling
Marvin E. Ketterling
John H. Keyer
Judy Kish
Matt Kissane
Jewell S. Knight
Barbara J. Knudson
Charlene Koehler
Jonne Kranning
Harley T. Krein
Carolyn Kues
Sherryl Lagrone
Deborah S. Lanier
Nan Larsen
Dena Lash
Marti Latchaw
Brad Lau
Leanne Law
Peggy Lawrence
Marilyn Leffall
Charles Lehman
Robert G. Lehman
Carla Leonard
Frances Lewis
Glenn Lokken
Edward Lopez
Walter Lopez
Lloyd Lorenz
Mark J. Lovato
Anita Love
Wilma Jehn Lovejoy
Plumer Lovelace
Minette G. Lovett
Ray Lutovsky
Marcia L. Lynn
Mae Macaracg
Ann Maloney
Gayle Manley
Carrie Marr
Nancy Maryanski
Georgia Masayesva
Blondell S. Mason
Carolyn S. Mason
Jeanne W. Matheson
Judy Matthews
Karen Mayo
Donna D. McAdams
Kate McCaffrey
Belinda McCharen
ia McCutchen

Career Counselor
Larimer Cty Employ. & Train. Svcs
Career Counselor/EAP

Employment Counselor
San Juan College Student Services
Richland Co. Vocational & Tech Ctr
MATC
Pittsford High School
Grand Rapids Central High
Ocean County Vocational-Tech School
Horry County School District
Richard Cty Voc & Technology Ctr.

Counselor
New England
Loyola College
Pomona High School
Homewood Elementary
Fort Collins High School
Private Industry Council
Arundel Sr. High
Colorado State University
Vocational Studies Ctr, UW-Madison
KAVTS
San Mateo County
NM SOICC Director
Emily Griffith Op. School
Family & Women's Center

Bottineau Public School
Albuquerque TVI
San Mateo County ROP
Lake Area Vo-Tech Center
Kearns High School
OK Dept. Vo. Tech Ed.
State Dept. of Vo-Tech
Univ. of Wisconsin - Madison
Green Sea Floyds High
Valley City Vocational Center
Career Counselor
Student Services
Hunteu High School
DOE/Bureau of Career Development
Rocky Mountain High School
Pineview Elementary School
Northern Arizona University
MacArthur Middle School
Centennial High School
Weber County Schools

Wray Middle School
La Cueva High School
Colorado State University
OK Dept. of Vo-Tech
Loris Middle School

301 Malley Drive. #160
810 F Ave.
500 W. Prospect
3842 South Mason
3620 Wyoming NE #208-A
9562 Peppertree Drive
1717 W. Drake Road #A1
4601 College Blvd.
708 Dakota Ave.
700 W. State Street
3111 Hamilton Street
421 Fountain NE
Old Freehold Road & Bley Lea
1605 Horry Street
708 Dakota Avenue
1109 Sycamore
217 Wildred Road
1200 N. Main
4501 N. Charles Street
8101 W. Pomona Drive
2701 Main Street North
1400 Remington
2245 Challenger Way, #104
1001 Annapolis Road
AND - Corbett Hall
1025 West Johnson St., Room 964
P.O. Box 308
#1 Rollins Road
Box 1928
840 Washington #208
700 W. State Street
8201 Old St. Augustine Road
301 Broader Street
525 Buena Vista SE
One Rollins Road
Hwy 20 North
1455 W. 6850 S.
204 N. Broadway
P.O. Box 22
225 N. Mills St., Tch Ed Bldg, 109
Rte. 1, Box 461
Box 30
3565 Olive Sverue
905 W. Laurel #308
5600 W. 4200 S.
Florida Education Center
1300 West Swallow
2230 Lake Bradford Road
P.O. Box 2
3033 Rockenbach Road
330 E. Laurel
165 W. 5100 South
2540 LaPorte Ave.
35200 County Road DD75
7801 Wilshire Ave. NE
AND - Parmalee Hall
1500 W. 7th Avenue
3410 Church Street

Northglenn, CO 80233
Oak, NE 68964
Fort Collins, CO 80526
Fort Collins, CO 80525
Albuquerque, NM 87111
Huntington Beach, CA 92646
Fort Collins, CO 80526
Farmington, NH 87402
Wahpeton, ND 58075
Milwaukee, WI 53233
Pittsford, MI 49271
Grand Rapids, MI 49508
Toms River, NJ 08753
Conway, SC 29526
Wahpeton, ND 58075
Fort Collins, CO 80521
Berthoud, CO 80513
New England, ND 58647
Baltimore, MD 21210
Arvada, CO 80005
Conway, SC 29526
Fort Collins, CO 80524
Santa Rosa, CA 95403
Gambrills, MD 21054
Fort Collins, CO 80521
Madison, WI 53706
McAlester, OK 74502
Millbrae, CA 94030
Albuquerque, NM 87103
Denver, CO 80203
Milwaukee, WI 53233
Tallahassee, FL 32311
Bottineau, ND 58318
Albuquerque, NM 87106
Millbrae, CA 94030
Devils Lake, ND 58301
West Jordan, UT 84084
Broken Bow, OK 74728
Fairview, OK 73737
Madison, WI 53706
Green Sea, SC 29545
Valley City, ND 58072
Long Beach, CA 90897
Fort Collins, CO 80521
West Valley City, UT 84120
Tallahassee, FL 32399
Fort Collins, CO 80526
Tallahassee, FL 32310
Kykotsmovi, AZ 86039
Fort Meade, MD 20755
Fort Collins, CO 80524
Ogden, UT 84405
Fort Collins, CO 80524
Wray, CO 80758
Albuquerque, NM 87122
Fort Collins, CO 80521
Stillwater, OK 74074
Loris, SC 29569

Dale E. McKeel
 Kate McKinnie
 Clare C. McNiff
 Nikki McPherson
 Barb McWhorter
 Linda Meadows
 Theresa Mennecke
 Jaime Mercado
 Gene Mercer
 Barbara Meyer
 Kathy Michaelson
 Dennis W. Miller
 Allen Miller
 Larry Miller
 Donna Miller
 Nina Miller
 Linda Miller
 Dennis Modelmog
 Rosalie Montgomery
 Jon F. Morse, Sr.
 Elizabeth Moya
 David P. Mulalley
 Thomas Muller
 Thomas Muller
 Bryan Myers
 Ronald Nagy
 Jane Nelson
 Mary Nettum
 Dolly Newberry
 Bonnie Nielsen
 Laura E. Nilsen
 Carol O'Brien
 Phyllis Odle
 Arlene Olsen
 Penny Olson
 Tammi Olson
 Carlos D. Orozco
 Ron R. Ortega
 Auleene T. Pabst
 Emanuelle F. Pallia
 Linda Palmer
 Megan Palmer
 Tom Parent
 Harrah Y. Peacock
 Betty M. Peavy
 Ramona Peres
 Linda Peters
 Barry Peters
 Judy Peterson
 John W. Peterson
 Faye E. Phelan
 Jennifer Pietsch
 Elma Pineda
 Elizabeth A. Plemel-Snell
 Doug Post
 Wallace Fottenger
 Linda Pouliot
 Susan Powell

Tallahassee Community College
 Thompson School District
 Maryland Dept. of Ed., Div-Instruct
 Mt. Clemens Middle School
 Counselor
 FL DOE/Bureau of Career Development
 Locust Grove High School
 Gadsen High School
 Loris Middle School
 Granite School District
 Eastmont High School
 Saginaw City Schools
 Naches Valley High School
 Moriarty High School
 Anne Arundell County Schools
 North Layton Jr. High
 Dept. of Ed., Bureau of Career Dev.
 Fort Collins High School
 Socastee High School
 Clovis Unified School District
 South Conway Elementary School
 Naches Valley High School
 Mt. Clemens Schools
 Mt. Clemens Schools
 Aynor High School
 COOR ISO
 Voc. Guidance Counselor
 Griggs County Central High
 OK Dept. of Vo-Tech
 Grange High
 Denver Public Schools
 Arapahoe Douglas Area Vocational
 Loris Elementary Annex
 Fairview Area School
 Red River High School
 Employment & Training Services

Tucumcari Area Vocational School
 North Myrtle Beach Primary School
 Colorado State University
 Area Vocational Counselor
 Colorado State University
 Colorado State University
 Northglenn High School
 Aynor Elementary
 Home Education Livelihood Program
 Grand Rapids Public Schools
 Western New Mexico Univ.
 Kearns High School
 Delta - Schoolcraft
 Counseling Services
 Colorado Nat'l Bank

Central Valley
 Hewlett-Packard Company
 Vocational Counselor
 Bismarck State College
 Michigan Rehabilitation Services

444 Appleyard Drive
 2660 N. Monroe
 200 W. Baltimore Street
 161 Cass Avenue
 5503 Fossil Creek Drive
 233 Collins Bldg.
 P.O. Box 399
 Rt. 1, Box 268
 Church Street
 340 East 3545 South
 955 N.E. Third Street
 1010 Hoyt
 PO Box 159
 P.O. Drawer 20
 Riva Road
 1100 W. 2000 North
 Florida Education Center
 1400 Remington
 4900 Soates Blvd.
 880 5th Street
 3001 4th Avenue
 PO Box 159
 161 Cass
 161 Cass Avenue
 P.O. Box 128
 11051 N. Cut Road
 Box 126
 Box 487
 PO Box 358
 3690 S. 3600 W.
 2650 Elliot Street
 5833 S. Prince Street
 Spring Street
 1800 E. Miller Road

3842 S. Mason
 438 Campus Heights
 824 W. Hines

AHD - Ellis Hall
 Box 667
 Corbett Hall - AHD
 AHD Westfall Hall
 601 W. 100th Place
 Rt. 1
 3423 Central Ave. NE
 G2, Rm 53, 143 Bostwick, NE
 P.O. Box 680
 5525 A. 4800 G.
 2525 Third Avenue South
 414 S. Main #201
 3131 S. College Avenue
 3405 Calle Cuervo #1338
 Box 81
 3404 E. Harmony Road
 Hope Public School
 150 Brandon Circle
 25900 Greenfield #201

Tallahassee, FL 32304
 Loveland, CO 80537
 Baltimore, MD 21201
 Mt. Clemens, MI 48043
 Fort Collins, CO 80526
 Tallahassee, FL 32399
 Locust Grove, OK 74352
 Anthony, NM 88021
 Loris, SC 29569
 Salt Lake City, UT 84115
 E. Wenatchee, WA 98802
 Saginaw, MI 48601
 Naches, WA 98937
 Moriarty, NM 87035
 Annapolis, MD 21401
 Layton, UT 84041
 Tallahassee, FL 32311
 Fort Collins, CO 80524
 Surfside Beach, SC 29577
 Clovis, CA 93612
 Conway, SC 29526
 Naches, WA 98937
 Mt. Clemens, MI 48043
 Mt. Clemens, MI 48043
 Aynor, SC 29511
 Roscommon, MI 48653
 Scranton, ND 58653
 Cooperstown, ND 58425
 Bokchito, OK 74726
 West Valley City, UT 84119
 Denver, CO 80211
 Littleton, CO 80120
 Loris, SC 29569
 Fairview, MI 48621
 Grand Forks, ND 58201
 Fort Collins, CO 80525
 Flagstaff, AZ 86001
 Tucumcari, NM 88401
 North Myrtle Beach, SC 29582
 Fort Collins, CO 80521
 Kenmare, ND 58746
 Fort Collins, CO 80521
 Fort Collins, CO 80521
 Northglenn, CO 80221
 Aynor, SC 29511
 Albuquerque, NM 87106
 Grand Rapids, MI 49503
 Silver City, NM 88062
 Kearns, UT 84118
 Escanaba, MI 49829
 Rochester, MI 48307
 Fort Collins, CO 80525
 Corrales, NM 87048
 Buxton, ND 58218
 Fort Collins, CO 80525
 Hope, ND 58046
 Bismarck, NJ 58501
 Oak Park, MI 48237

Marjorie Powers
 Verl Prestwich
 Toni Radtke
 Rosita Ramsey
 Gloria I. Rauchle
 Robert Reardon
 Nancy L. Reed
 Ann Reedsprings
 Deanna S. Reeves
 Cash Register
 Vance Rekdal
 Jan Rimer
 Kenneth Rimer
 Anita Risner
 Cheryl Roach
 Helen Roberts
 Judith Robertson
 Mary Romaya
 James Roman
 Rich Rothaudt
 Del Rothmann
 John Royer
 Howard Sage
 Ade Santana
 Stephen Schell
 Kim K. Schock
 Pam Schorsch
 Maryjane Schwab
 Pat Schwindt
 Ed Scott
 Thelma Sharp
 Linda Sharp
 Gary Shryock
 Denise Simmons-Graves
 Lois Sinner
 Jeanne Slawson
 Barb Slettenow
 Pat Smart
 Janice G. Smith
 John Spence
 Suzanne Spiker-Miller
 Betty Springs
 Martha S. Stanton
 Gina Staton
 Nancy K. Steelman
 Jim Stewart
 Amy Stewart
 La Necia Stiles-Burden
 Caryn Stone
 Kimberley Stout
 Judy Straayer
 John Strand
 Michael Strobel
 Kathleen Swanson
 Paul Swanson
 Carol Sybesma
 Rita Taylor
 Andrea R. Taylor

OK Department
 Cedar City High School
 Fort Collins High School
 Granger High School
 Counselor
 Career Center R-28
 Librarian
 Socastee Elementary
 Granite Public School
 Western Okla Av-Tech
 Steele Dawson School
 St. Joseph Co. ISU
 Constantine Public Schools
 OK Dept. of Vo-Tech
 St. James Middle School
 Mt. Clemens Middle School
 Eaton High School
 Warren Woods Tower High School
 Quest
 Casper College, Dept. Head
 Bottineau Public School
 Colorado State University
 Issaquah High School
 Northern Arizona University
 Poudre High School
 Elgin Public School
 Job Service ND
 Employment Counselor
 PACE Director
 Centennial High School
 Lively Vocational Tech Center

 SWOSU
 Montgomery College
 Fitzgerald High School
 YMCA AACD
 Rocky Mountain High School
 Hunter High School
 Aynor High School
 Oakland University
 Counselor
 Pee Dee Elementary
 Myrtle Beach Primary School
 Aynor/Conway Career Center

 Coranger High School
 Oakland University
 ODVTE
 Counselor
 Student Services
 Fort Collins High School
 Trenton High School
 Oakland Univ. Career Counseling Ctr
 The Boeing Company
 Eldorado High School
 Colon Community School
 Provo High School
 Myrtle Beach Elementary

4300 North Lincoln
 703 W. 600 S.
 1400 Remington
 3690 South 3600 West
 302 Monroe Court
 Florida State University
 308 Park Street
 121 St. James Road
 507 W. 6th, P.O. Box 98
 Box 1469
 Box 380
 Box 219
 750 Canaris Street
 9501 W. 136th St. S.
 125 St. James Road
 161 Cass Avenue
 P.O. Box 8
 27900 Bunert
 1062 G Street, Suite J
 Machine Tool Tech/Welding
 301 Branden St.
 AND - Newsom Hall
 565 N.W. Holly
 NAU Box 5774
 Impala Drive
 110 N.W. St., Box 70
 2016 S. Washington
 2624 Hollingbourne Drive
 4817 Ruidosa
 3024 Ross Drive #E-39
 500 Appleyard Drive
 3040 S.W. 128
 Rt. 1, Box 570
 51 Mansker St., Rm 212
 23200 Ryan Road
 167 Duke of Gloucester Street
 1300 W. Swallow Road
 4200 S. 5600 West
 P. O. Box 128
 35545 Angeline Circle
 1609 Oak Ridge Drive #104
 Juniper Bay Road
 612 29th Ave. North
 Box 335 Four Mile Road
 119 Butternut Drive
 3690 South 3600 West
 62 Park Street
 1500 W. 7th Avenue
 404 Lilac Lane
 500 W. Prospect #15D
 1400 Remington
 Box 239
 6053 Grace K Drive
 133 Union Ave. NE
 11300 Montgomery Blvd. NE
 400 Dallas Street
 1125 N. University Ave.
 615G 37th Ave. N.

Oklahoma City, OK 73105
 Cedar City, UT 84720
 Fort Collins, CO 80524
 West Valley City, UT 84119
 Azusa, CA 91702
 Tallahassee, FL 32306
 Fort Collins, CO 80521
 Myrtle Beach, SC 29575
 Granite, OK 73547
 Burns Flat, OK 73624
 Steele, ND 58482
 Centreville, MI 49042
 Constantine, MI 49042
 Bixby, OK 74008
 Myrtle Beach, SC 29575
 Mt. Clemens, MI 48043
 Eaton, CO 80615
 Warren, MI 48093
 Arcata, CA 95521
 Casper, WY 82602
 Bottineau, ND 58318
 Fort Collins, CO 80521
 Issaquah, WA 98027
 Flagstaff, Az 86011
 Fort Collins, CO 80521
 Elgin, ND 58533
 Grand Forks, ND 58201
 Fort Collins, CO 80526
 Fort Collins, CO 80524
 Fort Collins, CO 80526
 Tallahassee, FL 32306
 Oklahoma City, OK 73170
 Mutual, OK 73853
 Rockville, MD 20850
 Warren, MI 48091
 Annapolis, MD 21401
 Fort Collins, CO 80526
 West Valley City, UT 84120
 Aynor, SC 29511
 Livonia, MI 48150
 Fort Collins, CO 80525
 Conway, SC 29526
 Myrtle Beach, SC 29577
 Conway, SC 29526
 Chapel Hill, NC 27514
 West Valley City, UT 84119
 Oxford, MI 48371
 Stillwater, OK 74074
 Fort Collins, CO 80524
 Fort Collins, CO 80526
 Fort Collins, CO 80524
 Trenton, ND 58853
 Waterford, MI 48329
 Renton, WA 98056
 Albuquerque, NM 87111
 Colon, MI 49040
 Provo, UT 84604
 Myrtle Beach, SC 29577

Kirstine Taylor
 Donald R. Taylor
 Anne Tebo
 Janice Thomas
 D. Thurmond
 Donna Tietmeyer
 Marion Tlurowski
 Frank Torson
 Bill Totenhagen
 Kenneth G. Trujillo
 Miriam Tucker
 Jessica G. Vaught
 Tom Vauk
 Elvia Vazquez
 Martha Vick
 Leo F. Vipond
 Susan Virenius
 Bridget Virkler
 Bill Volz
 Jim Wagner
 Rebecca Wahl
 Barbara Walters
 David Wambheim
 Debbie Wanamaker
 Wayne Warner
 Ursula C. Watson
 Doug Weberg
 Barbara Webster
 James P. Weigum
 Emily Weinacker
 Sandra Welch
 Mary Y. Wells
 Evelyn Wesley
 Charlotte Whatley
 James J. Wheeler
 Sue Whiston
 Jennifer White
 Richard White
 Marcia Wisdom
 Laura Williams
 Dorothy Williamson
 Gwen F. Winz
 Beverly Winter
 Nancy P. Wise
 Kriss Wittmann
 Robert H. Wood
 Ted Woodhouse
 Joanna Yaromy
 Randy Yaussi
 Bobette York
 Bonnie Zervas

Oakland University
 Thomas Jefferson High School
 FL DOE/Bureau of Career Development
 Glen Bernie Sr. High School
 Oklahoma Vo-Tech
 Roosevelt High School

Richland Cty. Vocational Center
 Albuquerque Tech. Voc. School
 Aynor High School
 Loris High School

Sonoma State University
 Mt. Crest High School
 Harvey Public #38
 NH Dow High School
 Northglenn High School
 Employment Counselor
 Cottonwood High School
 Kent School District
 OK Dept. of Vo-Tech
 Wahpeton Senior High
 Counselor
 River Valley High School
 Center of Applied Technology
 Lake Area Vo. Tech.
 Counselor
 Area Vocational Counselor
 NMSU - Carlsbad
 Nelson County Consortium
 Leonard Messon Elementary
 San Mateo Cty. Office of Education

Mt. Clemens Middle School
 University of Nevada, Las Vegas
 YWCA
 Northglenn High School
 Michigan Rehabilitation Services
 River Valley Middle School
 Creston High
 Daisy Elementary
 Diggs-Johnson Middle School #162
 Counselor
 Student Services
 Rocky Mountain High
 Washington State Occ. Info. Coord.
 Employment & Training Services
 Poudre High School
 Hobard Public Schools
 Warren Mott High School

42148 Lochmoor
 3950 S. Holly Street
 FEC, 325 W. Gaines
 7550 B & D Blvd.
 4300 N. Lincoln #203
 616 North Second Street
 5314 Shrewsbury
 1245 - 3rd Street
 708 Dakota Ave.
 525 Buena Vista SE
 P.O.Box 128
 Rt 4, Box 27
 1707 Cheyenne #12
 18047 Lucas Street
 255 South 800 E
 200 North Street
 3401 Saginaw
 601 W. 100th Place
 1816 Orchard Place
 3435 S. 1360 E.
 25800 164th Street
 1500 West Seventh
 221 No. 7th St.
 2420 W. Mulberry
 15480 Three Oaks Road
 211 Central Avenue
 501 West 15th Street
 200 W. Dena Drive
 Stanton Public School
 1500 University Drive
 Box 388
 2813 S. Meridian
 One Rollins Road
 224 Fishback Avenue
 161 Cass Avenue
 Dept. of Counseling & Psychology
 7201 Paseo Del Norte NE
 601 W. 100th Place
 25900 Greenfield, Suite 201
 15480 Three Oaks road
 1720 Plainfield NE
 Rt. 4, Box 62
 1300 Herkimer Street
 1600 W. Plum #29A
 1300 W. Stuart #1
 1300 West Swallow Road
 212 Maple Park, KG-11
 418 E. 4th Street
 1725 Fremont Ct.
 215 N. Jefferson
 3131 12 MI. Road

Mt. Clemens, MI 48044
 Denver, CO 80239
 Tallahassee, FL 32399-0400
 Glen Burne, MO 21061
 Oklahoma City, OK 73105
 Johnstown, CO 80534
 Troy, MI 48098
 N. Fargo, ND 58102
 Wahpeton, ND 58075
 Albuquerque, NM 87106
 Aynor, SC 29511
 Loris, SC 29568
 Loveland, CO 80538
 Sonoma, CA 95476
 Hyrum, UT 84319
 Harvey, ND 58341
 Midland, MI 48640
 Northglenn, CO 80221
 Fort Collins, CO 80521
 Salt Lake City, UT 85106
 Kent, WA 98042
 Stillwater, OK 74074
 Wahpeton, ND 58075
 Fort Collins, CO 80521
 Three Oaks, MI 49128
 Edgewater, MD 21937
 Grafton, ND 58237
 Edmond, OK 73034
 Stanton, ND 58571
 Carlsbad, NM 88220
 Lakota, ND 58344
 Tallahassee, FL 32304
 Millbrae, CA 94030
 Fort Collins, CO 80524
 Mt. Clemens, MI 48043
 Las Vegas, NV 89154
 Albuquerque, NM 87113
 Northglenn, CO 80221
 Oak Park, MI 48237
 Three Oaks, MI 49128
 Grand Rapids, MI 49505
 Loris, SC 29565
 Baltimore, MD 21223
 Fort Collins, CO 80521
 Fort Collins, CO 80526
 Fort Collins, CO 80526
 Olympia, WA 98504
 Loveland, CO 80537
 Fort Collins, CO 80526
 Hobard, OK 73651
 Warren, MI 48092

**DESCRIPTIONS
OF 98
REVIEWED
CAREER DEVELOPMENT VIDEOS**

**VIDEO USAGE
IN
CAREER DEVELOPMENT
PROJECT**

**Rich Feller, Project Director
Colorado State University
Ft. Collins, CO 80823
303-491-6879**

**Funded by the National Occupational Information Coordinating
Committee**

April 1992

Descriptions of 98 Reviewed Career Development Videotapes Listed Alphabetically

America's Hospitality Industry - Ours is a Special World

The hospitality industry is growing very rapidly. Hotels, restaurants, and supplier companies will be searching for qualified employees during the years ahead. This video adds a new perspective on the variety of occupations and the career ladders in the hospitality industry.

Are You Ready?

Developed to help young people take the initial steps toward selecting a career. Designed to help young people realize that they have career options and can best take advantage of those options by setting goals and developing long-range career plans.

Basic Guide to Resume Writing and Job Interviews, The

In this video, students learn what today's employers are looking for and discover the key to successful resume writing. Included are the eight steps to landing a job: Your Resume, The Search, Penetration, Homework, The Interview, Decision Time, Your New Job, and Capitalize.

Be Your Best Self: Assertiveness Training

Shows students how to achieve their best self through constructive assertive behavior. Identifies the rights that are the basis for self-assertion and its goal of self respect; and demonstrates techniques for implementing them.

Better Jobs: Using the OOH

Encourages students to explore possible occupations in the Occupational Outlook Handbook before they graduate from high school. Emphasizes understanding one's interests, and finding jobs centered around those interests.

Black, Male and Successful in America

Designed to encourage dialogue among student, school, parent and community groups, it induces positive thinking by using historical and current role models.

Building Self-Confidence

Demonstrates that self-confidence is achieved in small steps: by taking a risk now and then, by learning to deal with putdowns, and through self-validation and encouragement from others. Shows students that the more often they are willing to take risks, the more likely they are to gain success.

Career Exploration for the 90's

Explores career options and sets viewers on the path to satisfying careers by helping them match their interests, aptitudes, likes and dislikes to one of the six personality types of the Holland Hexagon. Illustrates careers compatible with each personality type so students can make self-comparisons.

Career Journey, The

Designed to show how the world of work can be organized around four basic work tasks - working with data, ideas, people, and things. This approach can help viewers begin thinking more about their own interests and abilities, and how they might relate them to career or job choices.

Career Tracks

Designed to inform students about career opportunities in the automotive industry. Represents all segments of the industry, and is an informative way to help cultivate young people's interest in automotive related careers.

Careers for the 21st Century, Vol. 1, Program 1

Profiles real people in their careers as firefighter and veterinarian. Provides the viewer with a realistic view of education and job requirements, employment outlook, earnings, and contacts for more information.

Careers for the 21st Century, Vol. 1, Program 5--Entrepreneur/Coin Dealer, Structural Engineer

Profiles real people in their careers as entrepreneur/coin dealer and structural engineer. Provides the viewer with a realistic view of education and job requirements, employment outlook, earnings, and contacts for more information.

Careers in Biotechnology and Genetic Engineering

Features work-site visits and interviews with actual workers as they discuss their jobs/challenges, frustrations, and unique perspectives. Typical duties, skills required, job outlook, training required, and sources of additional information are discussed. Three specific occupations are highlighted: Genetic Engineering Technicians, Bioengineers, and Biomedical Equipment Technicians.

Careers in Caring (HO-90-2000)

An overview of the five major divisions within the growing health-related industry, and can also be used as part of a powerful recruiting presentation by the health care staff.

Careers in Robotics

Features work-site visits and interviews with actual workers as they discuss their jobs' challenges, frustrations, and unique perspectives. Typical duties, skills required, job outlook, training required, and sources of additional information are discussed. Three specific occupations are highlighted: Robotics Engineer, Robot Programmers, and Robotics Technicians.

Careers in Transportation and Material Moving

Features work-site visits with actual workers as they discuss their jobs' challenges, frustrations, and unique perspectives. Typical duties, skills required, job outlook, training required, and sources of additional information are discussed. Sample occupations include Tractor/Trailer Truck Drivers, Bus Drivers, Airplane Pilots and Navigators, and Forklift Operators.

Careers 2000: Where Do I Fit In

Helps develop the appropriate career decision-making skills necessary for making a sound occupational choice. Emphasizes the importance of personal information gathering such as interests, skills and abilities in determining career choice.

CHOICES: Nontraditional Jobs for the Nineties

Prepared to let the viewer meet New Mexicans who have chosen non-traditional technical careers, many of which were typically considered male or female careers. Emphasizes choosing a career based on interests and abilities rather than on stereotypes.

Choices in Health

Aimed at seventh and eighth grade students to acquaint them with the many opportunities in the health field. Connects interests such as sports, math, computers, art and science with specific health field specializations.

Culinary Careers: People, Professionalism, Service

Explores various careers in the food service industry. With the restaurant business booming, culinary schools are turning out more graduates than ever before. From chef to food writer to food consultant, opportunities in the culinary field are numerous, for both males and females. Culinary Careers is an excellent tool for familiarizing students with the on-the-job responsibilities of food service careers, as well as the necessary educational background and personal qualities needed to be successful in the field.

Did You Get My Message? (ES807)

Clear, concise speech, correct grammar, courtesy, and positive body language, such as eye contact and good posture, combine to produce the positive communication skills that employers require.

Dynamic Interviewing

Provides detailed pointers and examples of how the job-hunting manager (or manager-to-be) can improve his or her performance during job interviews and improve his or her chances of getting the right job. Shows managers what questions to ask the interviewer and how to answer the interviewer's questions. Selling yourself to the interviewer is illustrated with specific examples of what to say and how to say it.

Effective Answers to Interview Questions

Concentrates on the specific issue of answering open-ended problem questions often presented in the interview process. Teaches viewers to understand the true meaning of the questions asked so they might overcome potential negatives in their backgrounds and talk about their strengths.

Effective Interviewing Skills

Job seekers learn basics that improve their interview performances dramatically, such as ways to make the best first impression and using open-ended "problem" questions as an opportunity to present unique strengths. Also covered are techniques for closing the interview and for follow-up.

Effective Telephone Techniques

Demonstrates ways to use the telephone to get more interviews, how to get past the receptionist, and how to communicate the job seeker's market value to potential employers.

Entrepreneurship: A Vision for Everyone

Features the testimonies of seven young entrepreneurs who have vocational training. Their stories provide opportunities for discussion of the following issues: creativity, challenges from others, confidence in abilities, alternatives to college, transferrable skills, vocational student organizations, self-esteem building, value of education, independence, sources of financing, and hard work/long hours.

Finding the Right College

Shows college bound students how to select a school that is right for them academically, financially and socially. Students are encouraged to consider a variety of factors such as type of school, size, location, social life, majors available, academic standards, and financial aid availability.

Fitting In: A New Look at Peer Pressure

Designed to unite kids in their understanding of what peer pressure is; to provide them with the tools and skills they may use to deal with negative peer pressure, to provide some positive steps toward building self-esteem; and to promote positive peer pressure.

Four Stages of Interviewing, The

Designed to illustrate four distinct stages of the interviewing process, and to help the viewer learn how to best prepare for the interview by learning to anticipate what questions might be asked, thereby being able to control the direction of the conversation as well as the outcome.

From High School to College: Choice/Transition

Helps prospective students and their parents make the best possible choice when selecting a college. Viewers are taken through the selection process by students directly involved, and by those who have recently made their college choice. Provides concrete information about such issues as preparing for college while in high school, testing, campus visits, orientation, and the freshman year.

Getting a Good State

Excellent for any young person about to enter the job market. Using humor, it points out specific self-destructive behaviors and attitudes that are likely to get employees fired. Through re-enactments and discussions, helps young people to understand what attitudes and work habits are demanded by employers.

Go For It! A Career Video for Early Teens

Designed to promote students' awareness of the need to make personal career decisions by beginning to explore their options. Developed to convey its message to a diverse, multicultural student population.

Got a Job Interview? Learn the Skills

Shows viewers that by learning the right interview skills, they can maximize their chances for success. Singles out positive attitude as the number one job qualification. Shows how to prepare for an interview and illustrates the kinds of questions likely to be asked.

Has Anybody Seen Phil?

A drama about stress among teenagers. Designed to help individuals identify sources of stress in their own lives and to explore positive alternatives for dealing with that stress.

How to Keep a Job: Self-Management Skills

A. Helps students understand the importance of reliability, promptness, willingness to learn, and cooperativeness to job success. Emphasizes the key role of these self-management skills in determining an employer's perception of an employee's performance.

I Blew It: Learning From Failure

Shows students how to turn failure around and use what they learn from it to achieve success. Provides a step-by-step process to help them re-evaluate their goals and replace feelings of helplessness with a sense of control over their lives.

I Like Being Me: Self-Esteem

Makes students aware of the powerful impact their self-esteem has on their ability to behave in their own best interest. Shows them where this sense of self-worth comes from, how it is fostered by positive and negative feelings, and how it can be changed.

Identify Your Skills

Knowing your skills is important to select the right jobs and to do well in interviews, yet over 90% of job seekers can't describe their skills. This video shows specific activities to help identify hundreds of skills.

Images of Marketing Education (M-90-100)

The bridge between production and consumption...that's what marketing is. But marketing's effectiveness is influenced by a multitude of factors. Shows how marketing education in Missouri is setting the pace nationally.

Impact of Single Parenting. The

Addresses the questions: What are the impacts of single parenting on children both socially and emotionally? What problems do the parents themselves face?

It Only Takes Once

Designed to teach teens and pre-teens about responsible sexual choices: from saying "No" to using effective contraception. Combines humor with serious stories of teenagers who had to "grow up real fast."

it's a New World

Helps middle school students understand the importance of science and math to their futures. Motivates students to continue taking science and math classes in middle school, high school, and beyond in order to keep career options open.

Job Connection: Applying for Work

Job seekers explore the basics of filling out application forms. Through a TV game show format, employers and job seekers with varied employment histories share winning tips for success. They also discuss employment problems, such as being fired, laid off, out of work for extended periods, or inexperience. Possible solutions to these problems are presented. Recommended for use with high school students, people entering the job market, and adults who are in career transition.

Job Hunt: Staying on Track

Job hunters focus on themselves and the work world before choosing a direction for their job search. They then learn the most successful ways to locate job openings and how to stay organized and motivated as they pursue their objectives.

Job Interviewing

Offers a series of helpful tips on successful interviewing techniques. Introduces job seekers to the interview experience and demonstrates, from the employers' point of view, the characteristics of a successful interview.

Job Search: Locating Potential Employers

Part of a twelve unit video series that presents strategies on preparing for a job search and techniques for conducting it. The occasional use of a mime to deliver instruction adds a light touch.

Job Search Methods That Get Results

Explores the two most effective methods for a job search. The concept of "networking" and making direct contacts are presented in detail with techniques on how to utilize them to your advantage. The importance of considering small business is also stressed.

Job Survival Skills: It's a Jungle Out there

Examines the nine most common reasons for getting fired and what can be done to avoid them; and also focuses on positive things that can be done to increase chances of getting raises and promotions.

Let's Go: Success on The Job

Job hunters learn about three steps they can take for success on the job: Getting Started, Getting Up to Speed, and Getting Ahead. They also learn about basic employability skills and attitudes, such as honesty, loyalty, responsibility, and more.

Life After High School: Manufacturing Workers

Explores the relationship between work and school by examining unskilled, skilled, and professional positions in five manufacturing companies. Its mix of fantasy scenes, original music, and documentary footage is intended to help students think about the future, and even more importantly, about the present. Raises such vital issues about school and work as the realities of the work world, the relevance of high school, and the importance of learning how to learn. The video comes with a 3-lesson study guide and with a fact sheet containing educational levels and pay scales for every job portrayed.

Making Contacts: The Power of Networking

An exploration of how job seekers can use networking to find a job or advance their careers. Illustrates case of people who have used networking to land a job. Sets up scenarios of networking in action and gives guidelines designed to help viewers successfully use networking for maximum benefit. Covers: going to professional society meetings, following up on contacts, properly using business cards and filing systems, being persistent with networking, reading the trade press and networking on a variety of levels.

Marketing Your Vocational Skills-Competencies

Designed to connect vocationally trained graduates' skills with today's job market. Deals with three sections: Expressing Your Competencies, Uncovering Job Opportunities, and Dealing with the Interview.

Minou

Emphasizes the importance of self-sufficiency. Designed for the younger audience, it teaches this relevant lesson in a dramatic and positive way as students watch Minou, a beautiful and pampered cat, who suddenly must stand on her own and take care of herself.

Miracle Resume, The

Explains the basics of writing a resume, but places the useful information within a colorful story about Wayne Miracle, the hopeless comedian.

Mirror, Mirror

Depicts a female student discovering how important math and science skills can be in achieving success in non-traditional career choices.

Moving Up

Offers ways to turn a present job into a launching pad to a higher position. Shows viewers how to market their skills and value to their current organizations or a competing organization. Stresses the importance of the factors that influence how valuable someone is to his or her company. Details the best strategies someone can use right now to move up in the company.

Negotiating Competitive Salaries and Benefits

Tells job hunters and current employees how to conduct their own investigation to determine what salary they should be earning. Takes viewers through the actual salary negotiation process, giving step-by-step instructions on how to persistently negotiate for the best salary. Current employees are shown how to sell themselves and their value to their company as part of the effort to negotiate a salary increase.

Not Just a Job: Career Planning for Women

Introduces new ways for women to think about and plan careers. Shows a diverse group of eight women as they explore their individual values, interests and skills in a career development workshop. Designed as an overview to the career planning process to introduce new ideas and avenues to pursue.

Only the Good Need Apply (ES811)

Offers students helpful tips on making a good first impression on the job application. Stresses the importance of neat writing, honesty, using correct grammar, taking along a resume, and clearly answering open-ended questions.

Organize Your Job Search

Most job seekers find it very hard to structure their job search effectively. Techniques demonstrated include use of weekly and monthly calendars, sample daily schedules, follow up cards, and card file "tickler" reminder system.

Outside

Designed to help ex-offenders get back into the workplace. Provides ex-offenders with positive role models who have successfully re-entered the work force after overcoming much adversity.

Paper Job Search Tools

Tips are provided on the best ways to use paper search tools to get interviews, including the "mini resume", resume basics, application tips, cover letters, and tank-you notes.

Planning a Successful Job Hunt

Presents a systematic job-search plan for those who want or need a new job. Tells job seekers what they should be looking for in a new job in terms of salary and responsibility. Shows viewers how to organize and properly use their sources, such as contacts, want ads, headhunters, personnel departments and employment agencies.

Power of Choice, The - Self Esteem

Comedian/teen counselor Michael Pritchard visits high schools throughout the U.S. to help teenagers explore the issue of self-esteem: what it is, what it does for us, how we can enhance it, how we can undermine it, and how we affect the self-esteem of those around us. (Video package includes discussion guides)

Profiles: Peoples & Jobs

Journalistic-style interviewers probe the "who, what, when, where, and why" of six professional specialty occupations from the Occupational Outlook Handbook (OOH), listed as follows: civil engineer, electronics engineer, operations research analyst, computer systems analyst, human services case aide, and social worker.

Resume Experience, The

Shows how to organize skills and experience into a resume that is a useful marketing tool. Tells what to include and omit from each section of a resume.

Risk-Taking and You

Examines why teenagers are so inclined to take senseless risks, and challenges students to explore risk-taking in their own lives. The differences between healthy and unhealthy risk-taking are explored. special attention is focused on AIDS, teen pregnancy, drinking and driving, smoking, and drug use. Leading mental health experts discuss society's role in risk-taking and how the media--as well as pressure from peers--can contribute to a young person's tendency to take unnecessary chances.

Roofing Careers

To acquaint young people with the roofing trade and the career opportunities available. Describes in detail some of the features of the trade such as: learning skills while being paid (apprenticeship), versatility and constancy of work, physical nature of work, location of work, variety of kinds of work, and opportunity for advancement.

Self-Defeating Behavior: How to Stop It

Describes how many adolescents become involved in self-defeating behavior and negative thoughts loop. Shows positive modeling of appropriate behavior which fosters self-assertiveness, self-esteem and relaxation.

Self-Esteem- The Personal Development Series

Focuses on teaching young adults to overcome feelings of inadequacy and replace them with feelings of self-worth, self-respect and self-confidence through positive thinking and realistic goal setting.

Self-Image and Your Career

Shows young people why the key to good career decision-making is a clear, positive self-image. Helps them learn more about themselves - their personality type, aptitudes, life skills, and values - to clarify their self-image, and then use this information as a blueprint for future career choices.

Seven Phases of a Job Interview, The

Provides detailed information on the elements employers respond to when making a hiring decision. The seven phases of a job interview discussed are: before the interview, opening moves, the interview itself, closing the interview, follow-up, negotiating, and making a decision.

Seven Secrets to High School, The

Developed for educators to use prior to a student becoming an actual drop-out. Involves real life high school students and community adults and gives the message to incoming high school students to: get involved in extra-curricular activities, set goals, use self-discipline, develop a sense of humor, establish good study habits, exercise, and make time for self.

Take This Job and Keep It!

Emphasizes that to survive and grow on the job, one must be an active and contributing member of the team. Emphasizes teamwork, preparation, follow-through, honesty, and communication.

Teenage Parents: Making It Work

Follows a teenage mother through a day, raising issues concerning various needs and provides the solutions a teen mother has found successful. The message includes: stay in school, obtain work experience, and know the demands and personal conflicts in teen parenting - seen from a teen parent's point of view.

Teenage Stress

Helps teens understand what stress is, what some causes are, and how it can be avoided and treated. Helps them put their problems in perspective and to know that there are others who care and want to help.

Ten Fastest Growing Careers: Jobs for the Future Program 1 of 4

Discusses the major fields where workers are in demand: the health care and legal fields, hospitality and retail, education and human resources, business and computer technology. Using on-the-spot interviews to explore the daily routines of professionals, students learn about the day-to-day activities from people on the job. Only Part One, Legal and Health Care were part of this review.

Tips For a Successful Interview

Uses former job-seekers and present employers to describe good interviewing techniques. Emphasizes the importance of appearances, timing, and people skills. After watching this video, job seekers will have a better understanding of the interview process.

Tonia the Tree

Features a young people's story about the importance and the inevitability of growth and change. It shows students that some risks are worth taking and helps them appreciate that "growth doesn't come from the outside. Growth only comes from within."

Tough New Labor Market, The and What It Takes to Succeed

Presents substantial information on the challenges of the changing labor market. Provides thought-provoking insights into what people can do to prepare. Promotes improved career planning and job seeking skills along with on-going upgrading of professional skills as essential survival skills.

Transitions: Choices for Mid-Career Changers

Targeted specifically to older and displaced workers. Will help viewers see unemployment as a time to redirect themselves and their energies. An empathetic video with very good advice and a very upbeat ending.

Unbridled Opportunities: Careers in the Horse Industry

Designed for youth interested in horses who now seek an awareness to the careers and opportunities in the horse industry. Discusses careers that may not have been previously considered within the horse industry.

Waiting Room, The

This program takes a light-hearted look at the job interview process, providing the viewer with successful job interviewing strategies and tips on avoiding the five most common interviewing errors: lack of preparation, poor communication skills, lack of motivation, vague interests, and unrealistic expectations. The Waiting Room is helpful to those just entering the job market as well as viewers seeking a promotion or making a career change.

Whatcha Gonna Do Now?

A film emphasizing the importance of education and the pursuit of careers in the health fields. Provides an opportunity to examine the process of career exploration and planning for the future.

Why Work? Six Reasons You Are Better Off Employed

Gives positive, practical answers to one of the toughest questions asked by unemployed people, especially people that are chronically unemployed: Why should I work? Uses six reasons as the basis for motivating and empowering people to become employed.

Winning at Job Hunting in the 90's

Helps the viewer become a better job hunter by teaching a mathematically precise, uniquely effective total job hunting system. Package includes workbook.

Working

Designed to help young people learn to seek and gain employment, and to keep the job once they get it. Addresses the importance of teamwork, how to behave on the job, and the application and interview process.

Working Toward a Career

Demonstrates the value of Co-op, work study, work experience and related programs to students, parents, and employers; and is very useful as a recruiting and public relations tool.

Working With Your Supervisor

Shows how a young employee should get along with his/her boss by understanding what is wanted, expected and needed. Explains the importance of communication, honesty and forthrightness with the boss in order to build the trust that is a foundation of success in any job.

Would I Work With Me?

Working teens tell their peers what to expect in the adult working world and what it takes to be a good employee and to succeed on the job. Topics covered include motivation, customer service, punctuality, job performance, work schedules and communication.

Yes? No? Maybe? Decision-Making Skills

Fosters students' decision-making skill by demonstrating the importance of self-awareness, values and goal-setting in evaluating choices. Presents a five-step process students can use to gain confidence and competence in this indispensable skill.

You and Your Co-Workers

Deals with the importance of each person's relationship with co-workers. Shows how tardiness, absenteeism, goofing off, and failure to follow the rules affects co-workers.

You Can Choose!--Cooperation

An entertaining and thought provoking video series designed to help children develop a range of important life skills and a healthy self-esteem. Each tape presents an imaginative skit in which one character makes a tough choice with the help of a group of real elementary school children. In this program, "Cooperation," children learn that cooperation is a basic life skill that helps us work successfully in groups and interact harmoniously with others throughout life. In addition to learning cooperative behaviors, children see that everything they do involves choices and that they have the power within themselves to make the best choices.

Your Aptitudes: Related to Learning Job Skills

Introduces the concept of aptitudes and helps viewers understand what they mean and how they can be used in career exploration and planning. As people gain this information, they begin to develop a picture of their strengths and weaknesses.

Your Future: Planning Thru Career Exploration

Introduces and stresses the importance of career exploration and decision-making as important steps in planning for the future. Introduces the concepts of interests, temperaments, and aptitudes.

Your Interests: Related to Work Activities

Introduces the concept of interests and helps viewers understand what they are and the important role they play in career exploration and planning. Used to develop a broader understanding of the world of work and to explore potential career fields.

Your Temperaments: Related to Work Situations

Introduces the concept of work situations (temperaments) and stresses the importance of their role in career exploration and planning. Identifying likes and dislikes for certain types of work situations broadens a person's understanding of the world of work and potential career fields.

NATIONAL CAREER DEVELOPMENT COMPETENCIES

1. Knowing the importance of self concept, and learning the skills to maintain a positive one
2. Skills to interact positively with others
3. Understand change, growth and transitions
4. Understand the relationship between education and career opportunities
5. Develop positive attitudes and skills to participate in work and life-long learning
6. Locate, evaluate and interpret career information
7. Job seeking and changing job skills
8. Understand how society's needs and the economy influences the structure of work
9. Learn to make decisions
10. Understand the interrelationship of work and life roles
11. Understand changes in male/female roles and their impact on occupations
12. Understand career planning and be able to make transitions

From: Video Usage in Career Development Project
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